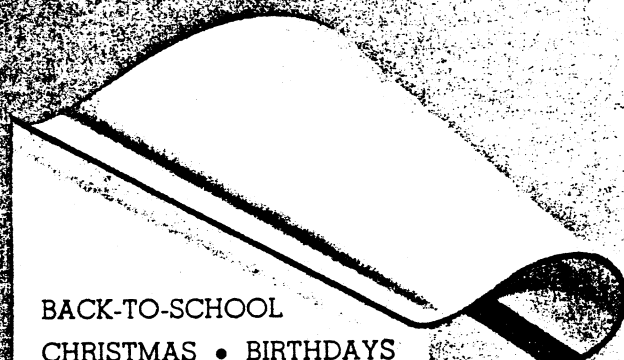


Gifts

FOR ALL OCCASIONS



BACK-TO-SCHOOL
CHRISTMAS • BIRTHDAYS
ANNIVERSARIES
WEDDINGS • PRIZES
CONFIRMATIONS • RE-
TIREMENTS • PROMOTIONS
COMMEMORATIONS
MOTHER'S AND FATHER'S
DAY • GRADUATIONS
TRAVEL • VALENTINE'S
AND EASTER

SHEAFFER'S

A GIFT BOOK FOR ALL GIFT-GIVING OCCASIONS

SHEAFFER'S

Sheaffer's gifts have walked straight into the hearts and lives of the people. More than ever, they have become something that good merchants stock both as a public service and for sound sales success in their pen departments.

Today, Sheaffer's is America's premier gift line. Sheaffer gifts are unique in that each is the finest of its kind, yet the price bracket is lower than for any other merchandise that is the finest of its kind. Sheaffer quality provides the satisfaction of giving the finest, with the equal satisfaction of spending no more than the price of some quickly laid-aside token.

Consider: Gift-giving is prompted by sentiment. Naturally, each of us feels that no gift can be too fine to express one's high regard.

But, as a rule, the finest gifts are too costly. So, too frequently, we compromise, and get less than the finest, and thereby limit the joy of giving and receiving.

But that is not true when the gift is a Sheaffer, for Sheaffer quality is supreme in its field. A Sheaffer gift becomes a daily reminder of the giver—and the price is no more than many a short-lived token.

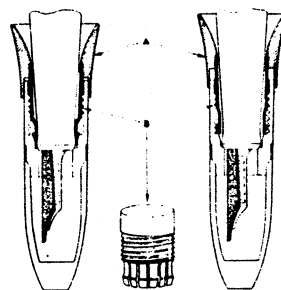
Develop **your** Sheaffer gift display—and watch **your** sales climb!

FOR 1940-41

Announcing Sheaffer's New Line of DRY-PROOF Desk Fountain Pen Gift Sets

Turn to page 12 for the most complete, finest engineered, best designed line of Dry-Proof desk sets ever offered the trade and the public. More than 100 models are pictured—each the finest it is possible to build in its price range.

Sheaffer Dry-Proof desk sets this year incorporate a new development (see diagram). By turning the bell of the socket (A) slightly to the right, the fluted sleeve within the socket (B) descends to lock the desk pen firmly in place. In the diagram, the left hand socket shows the



fluted sleeve in locked position; the right hand socket shows the sleeve in unlocked position.

The advantage of the Dry-Proof locking socket is this: the set may be used all day long in unlocked position and the pen will not dry out. At night, the pen may be locked in securely making a positive air-seal even if it is folded into horizontal position and stored away in a drawer.

While this is a very forward-looking improvement, the 1940 desk sets will be advertised simply as Dry-Proof desk sets in the same manner Sheaffer's desk sets have been advertised for a number of years. The public's attention will not be specifically directed toward the new improvement in line with the Sheaffer policy of protecting the dealer by not making announcements in advertising of new improvements until merchants have had ample opportunity to adjust their stocks.

Sheaffer's are the most efficient desk sets on the market today. The universal sockets, which swing in all directions, nevertheless always present the pens at the ready-writing angle, 45 degrees.

NEW FOR 1940-41

Your attention is also directed to page 3 which illustrates a greatly augmented Masterpiece line of genuine 14-K gold merchandise and a new pen — THE HONOR PEN — especially developed as a recognition token for promotions, retirements, or as a reward for a period of faithful service. Turn also to pages 7 and 9 for information regarding the new SKYBOY and LADY SKYBOY models — instruments developed particularly for the hardest of pen ordeals, aviation use.

Note: This catalog is dated August 1, 1940. For obvious reasons all prices and specifications herein are subject to change without notice.

W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA, U. S. A.

CHICAGO

SAN FRANCISCO

NEW YORK

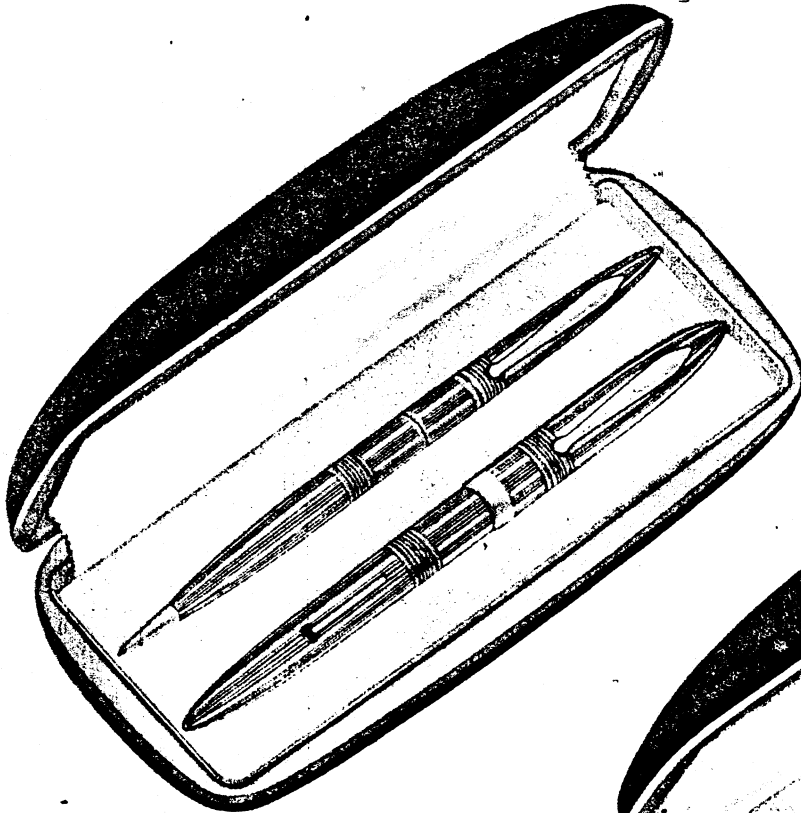
Unless it's **SHEAFFER'S** it isn't a

*Lifetime** - Know the Pen by the White Dot

REG. U. S. PAT. OFF.

*Other companies can guarantee their pens for life—some do—but only Sheaffer pens can carry the trade mark, "Lifetime."

MASTERPIECES WROUGHT IN GOLD FOR UNFORGETTABLE OCCASIONS



14K MASTERPIECE			
	Chased Code	Plain Code	List
Ensemble	SOBUL	SOBYL	\$125.00
Pen	SOBAC	SOBAP	80.00
Pencil	SOBOL	SOBEL	45.00
14K LADY MASTERPIECE			
Ensemble	SOLAB	SOLOF	\$100.00
Pen	SOLEC	SOLUG	65.00
Pencil	SOLID	SOMIA	35.00

Barrels and caps of genuine 14K gold.

14K CREST MASTERPIECE			
	Chased Code	Plain Code	List
Ensemble	SOMKE	SOMPU	\$60.00
Pen	SOMLI	SOPAN	35.00
Pencil	SOMMO	SOPEP	25.00
14K LADY CREST MASTERPIECE			
Ensemble	SOPIR	SORDA	\$50.00
Pen	SOPOS	SORVE	30.00
Pencil	SOPUT	SORWI	20.00

Caps and all other findings of genuine 14K gold.



14K TUCKAWAY MASTERPIECE \$40.00
Code: SOKUR

Cap and barrel section of genuine 14K gold. A special gift for "those who have everything". Tucks away into men's side pockets or ladies' purses.



HONOR PEN
The HONOR insignia engraved on MASTERPIECE models.

FOR SPECIAL PRESENTATIONS

MASTERPIECE models are the finest examples of pen craftsmanship. Both MASTERPIECE and CREST MASTERPIECE models are available with a specially engraved HONOR insignia for giving particular recognition to an occasion. The HONOR pen is not merely a token, but a fine article of daily usefulness to be worn and used with pride, always reminding the recipient of the giver. It is an heirloom possession to be used during the owner's lifetime and thereafter to be treasured by his descendants.

HONOR MASTERPIECE MODELS

14K MASTERPIECE		
List \$150.00	List \$92.50	List \$57.50
Ensemble: SOGMA	Pen: SOGOP	Pencil: SOGRE

14K LADY MASTERPIECE		
List \$125.00	List \$77.50	List \$47.50
Ensemble: SOGSI	Pen: SOGTO	Pencil: SOGVU

HONOR insignia hand-engraved on above.
Made of platinum throughout with hand-engraved HONOR insignia:

PLATINUM MASTERPIECE		
List \$325.00	List \$200.00	List \$125.00
Ensemble: SOKEN	Pen: SOKIB	Pencil: SOKOL

14K CREST MASTERPIECE		
List \$75.00	List \$42.50	List \$32.50
Ensemble: SOHAR	Pen: SOHEM	Pencil: SOHIP

14K LADY CREST MASTERPIECE		
List \$65.00	List \$37.50	List \$27.50
Ensemble: SOHOS	Pen: SOHUT	Pencil: SOKAS

HONOR insignia engine-turned on above models.

THE AUTOGRAPH—FACSIMILE SIGNATURES PERSONALIZE THESE GIFTS



AUTOGRAPH ensembles are fine pieces of jewelry, packed in rich, genuine leather cases.

The perfect gift for weddings, promotions, anniversaries, birthdays, "gifts to the boss." All pieces have genuine 14-K clips, bands, points, and pencil tips, excepting VICEROY, which has 14-K bands and gold-filled trim.

In the AUTOGRAPH line, Sheaffer quality is at its highest. No expense is spared in materials or workmanship to make these the very highest examples of the pen maker's art at a nominal price.

HERITAGE AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
Visulated—(Lever Style)			
Black	\$35.00 TALVO	\$20.00 BALFA	\$15.00 BALNE
One-Stroke Vacuum			
Black	\$35.00 TAMYO	\$20.00 CADAB	\$15.00 BALNE

EXCELLENCE AUTOGRAPH LIFETIME

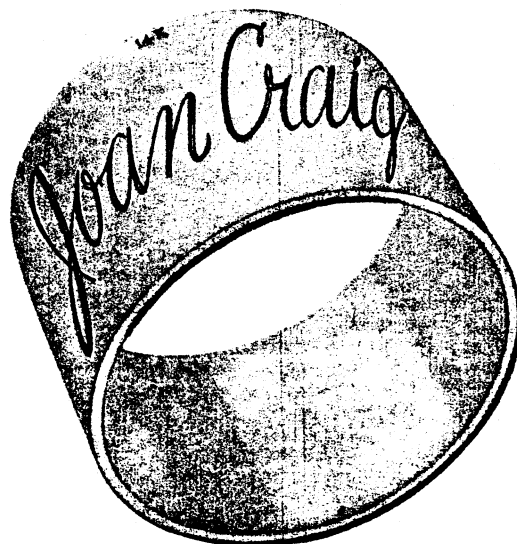
Color	Ensemble Code	Pen Code	Pencil Code
Visulated—(Lever Style)			
Black	\$35.00 TALVY	\$20.00 BALBO	\$15.00 BALTO
One-Stroke Vacuum			
Black	\$35.00 TAMVU	\$20.00 CADEB	\$15.00 BALTO

LADY AUTOGRAPH LIFETIME

Color	Ensemble Code	Pen Code	Pencil Code
Visulated—(Lever Style)			
Black	\$30.00 KAFUZ	\$18.00 KAFYX	\$12.00 BAPLI
One-Stroke Vacuum			
Black	\$30.00 TAMVY	\$18.00 CADIB	\$12.00 BAPLI

VICEROY AUTOGRAPH LIFETIME

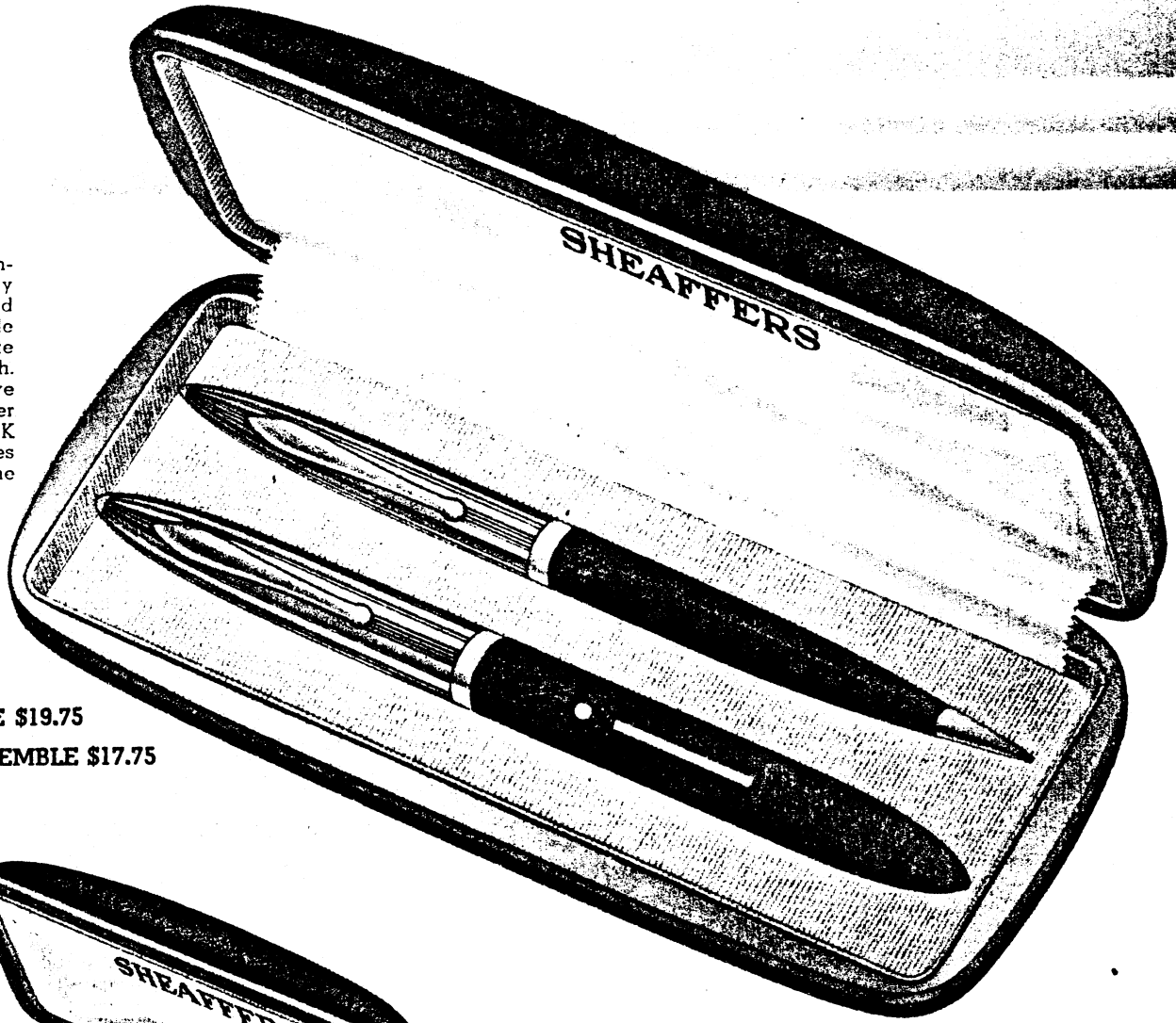
Color	Ensemble Code	Pen Code	Pencil Code
Visulated—(Lever Style)			
Black	\$25.00 TALSJ	\$16.50 BABAB	\$8.50 BABUB
One-Stroke Vacuum			
Black	\$25.00 BUDFO	\$16.50 BUDCA	\$8.50 BABUB



Expert craftsmen place the recipient's signature in facsimile on the wide 14-K gold bands of the AUTOGRAPH model. Thus, these fine writing instruments become intimately personalized. With their signatures, men command others who have never seen them in person. Thus, give the thrill of receiving a signature pen with the exact signature graven in genuine 14-K gold to set it apart from all others.

CREST *Lifetime** MODELS—PROUD GIFTS FOR PROUD MOMENTS

Here is regal splendor in a moderately priced gift. Gold where it shows while being worn. Radite where fingers touch. Guaranteed to serve as long as the owner lives. Caps are 14K gold-filled. Ensembles are cased in genuine leather.



CREST ENSEMBLE \$19.75

LADY CREST ENSEMBLE \$17.75



THE TUCKAWAY—\$12.00

An unusual pen of great usefulness. It's the ideal extra pen for those who already have a pen, because it is designed to tuck away into a lady's purse or a man's side pocket. Men like the TUCKAWAY as a dress suit accessory or for carrying in summer when vests are not worn. Ladies like it because it is the ideal purse pen. Cap and barrel sections are 14-K gold filled. It is a WHITE DOT Lifetime—guaranteed to serve as long as the owner lives.

TUCKAWAY LIFETIME PEN, List \$12.00
Lever Style. Code: ABACT

The CREST LIFETIME is an engineering triumph. The natural gold cap is flush-fitting with the barrel. When the pen is closed, there is no over-lapping. When the pen is opened and the cap placed on the top of the barrel, it is again flush-fitting with the barrel. The gold caps put a plus value into the gift at very little extra cost over the regular LIFETIME models. Thus, for just a little more, you can give so much more. The Fineline CREST pencil is a perfect match for the pen and uses the new diameter Fineline lead with 39% smaller writing point. Truly, CREST models are one of America's foremost gift selections.

CREST LIFETIME FEATHERTOUCH

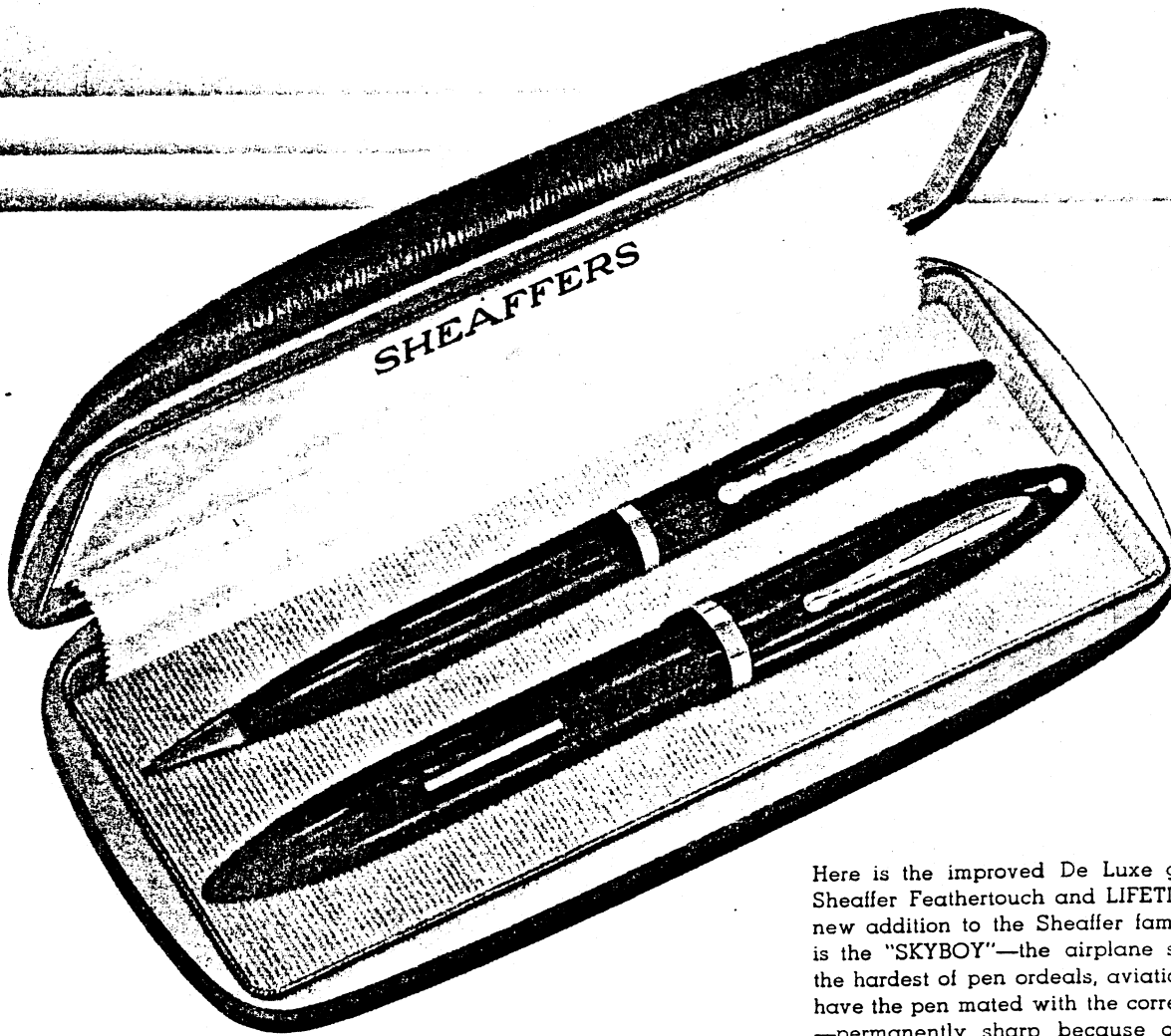
<i>Visulated—(Lever Style)</i>	\$19.75 List	\$13.75 List	\$8.00 List
<u>Color</u>	<u>Ensemble Code</u>	<u>Pen Code</u>	<u>Pencil Code</u>
Black	SODPO	SODRU	SODSY
Golden Brown	SOFMU	SOFRA	SOFTI

LADY CREST LIFETIME FEATHERTOUCH

<i>Visulated—(Lever Style)</i>	\$17.75 List	\$12.75 List	\$5.00 List
<u>Color</u>	<u>Ensemble Code</u>	<u>Pen Code</u>	<u>Pencil Code</u>
Black	SOGKI	SOGRA	SOGDO
Golden Brown	SOGLY	SOGCE	SOGFU

*Trade Mark Registered U. S. Patent Office

"WHITE DOT" *Lifetime** AND *Feathertouch** GIFT ENSEMBLES FOR MEN



Here is the improved De Luxe gift case provided with all Sheaffer Feathertouch and LIFETIME ensembles for men. A new addition to the Sheaffer family of LIFETIME ensembles is the "SKYBOY"—the airplane special—made to withstand the hardest of pen ordeals, aviation use. Sheaffer ensembles have the pen mated with the correct matching Fineline pencil—permanently sharp because of its strong, double-length lead with 39% smaller writing point. On this page are listed men's ensembles—on the opposite page, pens and pencils individually.

SKYBOY ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$14.00</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		GIDKE
Golden Brown		GIDLI
Gray Pearl		GIDMO
Marine Green		GIDNU
Carmine		GIDOP

★

**SHEAFFER'S SKYBOY
THE AIRPLANE SPECIAL
FOR ALL WHO TRAVEL
FOR ALL WHO WRITE**

PREMIER ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$15.00</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		LABAB
Golden Brown		KAMBUB
Gray Pearl		RIKVA
Marine Green		EHOTV
Carmine		ABADA
<i>One-Stroke Vacuum</i>		
Black		WUBUB
Golden Brown		KALFA
Gray Pearl		RIDCO
Marine Green		EKEHZ
Carmine		ABAFE

STATESMAN ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$14.00</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		LABEB
Golden Brown		KAMYR
Gray Pearl		RIGZY
Marine Green		EHULW
Carmine		ABAGI
<i>One-Stroke Vacuum</i>		
Black		WUMYB
Golden Brown		KALAS
Gray Pearl		RICKI
Marine Green		EKIGD
Carmine		ABAHO

ADMIRAL ENSEMBLE Streamlined Feathertouch

<u>Color</u>	<u>List \$9.00</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		MSEZE
Golden Brown		KALAF
Gray Pearl		RUFYR
Marine Green		EMASV
Carmine		ABANT
<i>One-Stroke Vacuum</i>		
Black		MVYDE
Golden Brown		KALAG
Gray Pearl		RUKET
Marine Green		EMERM
Carmine		ABAOR

Note: ADMIRAL Ensembles may also be ordered with shorter length pencil at \$8.50 each.

**"Lifetime*" — GUARANTEED TO SERVE
AS LONG AS YOU LIVE!**

**SKYBOY
Lifetime Feathertouch**

<u>Color</u>	<u>List \$10.00 Pen Code</u>	<u>List \$4.00 Pencil Code</u>
<i>Visulated—(Lever Style)</i>		
Black	GIDAC	GIDFO
Golden Brown	GIDBA	GIDGU
Gray Pearl	GIDCE	GIDHY
Marine Green	GIDDI	GIDID
Carmine	GIDEB	GIDJA

**SKYBOY
Lifetime* \$10**

**PREMIER
Lifetime Feathertouch**

<u>Color</u>	<u>List \$10.00 Pen Code</u>	<u>List \$5.00 Pencil Code</u>
<i>Visulated—(Lever Style)</i>		
Black	BALAP	BALAK
Golden Brown	KABAV	KADIS
Gray Pearl	REZBY	RITKE
Marine Green	EBAZD	EFADC
Carmine	ABCAD	ABELY

**PREMIER
Lifetime* \$10**

<i>One-Stroke Vacuum</i>		
Black	WABUB	BALAK
Golden Brown	KABLA	KADIS
Gray Pearl	RESFI	RITKE
Marine Green	EBEXF	EFADC
Carmine	ABCEF	ABELY

**STATESMAN
Lifetime Feathertouch**

<u>Color</u>	<u>List \$10.00 Pen Code</u>	<u>List \$4.00 Pencil Code</u>
<i>Visulated—(Lever Style)</i>		
Black	BALDO	BALCO
Golden Brown	KABES	KADUB
Gray Pearl	REVCU	RISLA
Marine Green	EBIWG	EFECF
Carmine	ABCIG	ABEMC

**STATESMAN,
Lifetime* \$10**

<i>One-Stroke Vacuum</i>		
Black	WADAB	BALCO
Golden Brown	KABRI	KADUB
Gray Pearl	REGE	RISLA
Marine Green	EBOVH	EFECF
Carmine	ABCOH	ABEMC

**ADMIRAL
Feathertouch**

<u>Color</u>	<u>List \$5.00 Pen Code</u>	<u>List \$4.00 Pencil Code</u>
<i>Visulated—(Lever Style)</i>		
Black	FIBAC	BALCO
Golden Brown	KACEF	KADUB
Gray Pearl	REKMI	RISLA
Marine Green	ECUMS	EFECF
Carmine	ABDIL	ABEMC

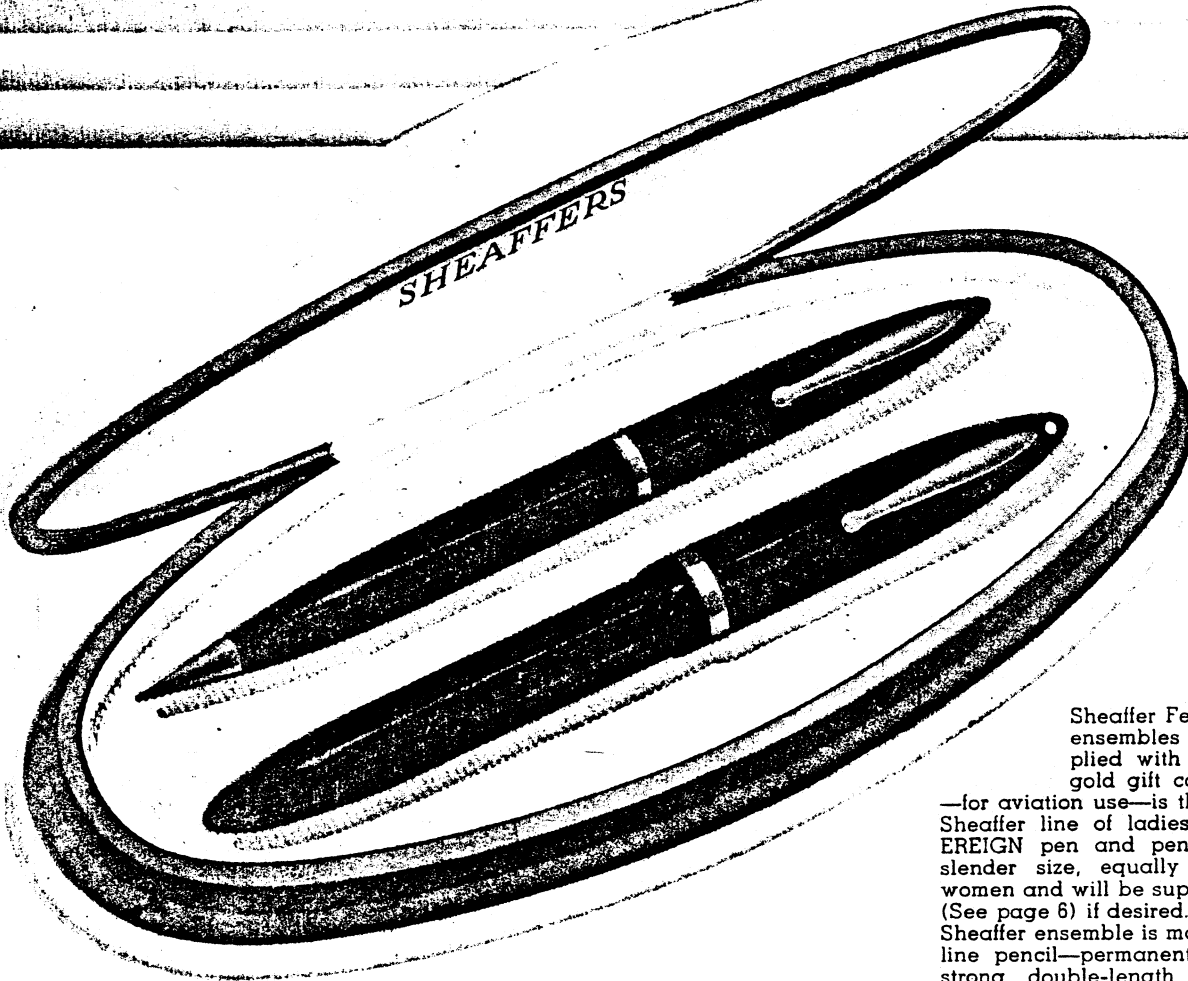
**ADMIRAL
Feathertouch* \$5**

<i>One-Stroke Vacuum</i>		
Black	WABAB	BALCO
Golden Brown	KACUR	KADUB
Gray Pearl	REGNE	RISLA
Marine Green	EDALP	EFECF
Carmine	ABDOM	ABEMC

Note: It will be permissible under Sheaffer's Fair Trade listing for the dealer to offer SKYBOY, PREMIER, STATESMAN and ADMIRAL complete pen-and-pencil ensembles to "personal use" customers over the counter at a \$1 saving where no gift packing of any sort is included. Sheaffer will replace sets so sold to the dealer at a \$1 list saving with the understanding that they will be placed in the gift packing retained by the dealer from such sales.

*Trade Mark Registered U. S. Patent Office

WHITE DOT *Lifetime** AND *Feathertouch** GIFT ENSEMBLES FOR WOMEN



Sheaffer Feathertouch and LIFETIME ensembles for ladies' gifts are supplied with this beautiful white and gold gift case. The LADY SKYBOY—for aviation use—is the newest addition to the Sheaffer line of ladies' ensembles. The SOVEREIGN pen and pencil ensemble is a long, slender size, equally preferred by men and women and will be supplied with men's gift case (See page 6) if desired. Each pen in a matching Sheaffer ensemble is mated with the correct Fine-line pencil—permanently sharp because of its strong, double-length lead with 39% smaller writing point. On this page are listed gift ensembles for women—on the opposite page, pens and pencils individually.

LADY SKYBOY ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$12.25</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		GIDZE
Golden Brown		GABUL
Gray Pearl		GABER
Marine Green		GABIT
Carmine		GABOS

*

**SHEAFFER'S SKYBOY
THE AIRPLANE SPECIAL
FOR ALL WHO TRAVEL
FOR ALL WHO WRITE**

SOVEREIGN ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$12.75</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		DOCAN
Golden Brown		KALOV
Gray Pearl		RIBDE
Marine Green		EKOFB
Carmine		ABAJU

One-Stroke Vacuum

Black		DODAB
Golden Brown		KALEB
Gray Pearl		RUBIM
Marine Green		EKUDF
Carmine		ABAKY

LADY SHEAFFER ENSEMBLE Lifetime Feathertouch

<u>Color</u>	<u>List \$12.25</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		LADCA
Black (Chrome trim)		EBAGU
Golden Brown		KALIC
Gray Pearl		RUCON
Marine Green		ELACG
Carmine		ABALR

One-Stroke Vacuum

Black		LADAG
Golden Brown		KALUD
Gray Pearl		RUDUP
Marine Green		ELEBH
Carmine		ABAMN

MILADY ENSEMBLE Streamlined Feathertouch

<u>Color</u>	<u>List \$8.50</u>	<u>Code</u>
<i>Visulated—(Lever Style)</i>		
Black		LADPE
Black (Chrome trim)		EBADI
Golden Brown		KALIN
Gray Pearl		RUMOZ
Marine Green		ELIWK
Carmine		ABASL

One-Stroke Vacuum

Black		LADUI
Golden Brown		KALCO
Gray Pearl		RUNUB
Marine Green		ELOVL
Carmine		ABATB

Lifetime* Feathertouch* — PLATINUM

IN THE TINY PEN SLIT MEANS

PERFECT 2-WAY WRITING

LADY SKYBOY Lifetime Feathertouch

Color	List \$8.75 Pen Code	List \$3.50 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	GIDPY	GIDVM
Golden Brown	GIDRT	GIDUK
Gray Pearl	GIDSL	GIDWA
Marine Green	GIDTH	GIDXB
Carmine	GIDUF	GIDYC

LADY SKYBOY
*Lifetime** \$8.75

SOVEREIGN Lifetime Feathertouch

Color	List \$8.75 Pen Code	List \$4.00 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	DOBAC	BALCO
Golden Brown	KABJI	KADUB
Gray Pearl	REPKA	RISLA
Marine Green	EBUTI	EFECF
Carmine	ABCUJ	ABEMC

SOVEREIGN
*Lifetime** \$8.75

<i>One-Stroke Vacuum</i>		
Black	DOBOG	BALCO
Golden Brown	KABOM	KADUB
Gray Pearl	RENLY	RISLA
Marine Green	EGEVL	EFECF
Carmine	ABCYK	ABEMC

LADY SHEAFFER Lifetime Feathertouch

Color	List \$8.75 Pen Code	List \$3.50 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	LADAB	LADMU
Black (Chrome trim)	EBAFO	EBAHY
Golden Brown	KABKO	KAFAR
Gray Pearl	REMPU	RIPNU
Marine Green	ECASK	EFOZH
Carmine	ABDAB	ABEND

LADY SHEAFFER
*Lifetime** \$8.75

<i>One-Stroke Vacuum</i>		
Black	LADDI	LADMU
Golden Brown	KABIN	KAFAR
Gray Pearl	RELRO	RIPNU
Marine Green	ECERL	EFOZH
Carmine	ABDEC	ABEND

MILADY Feathertouch

Color	List \$5.00 Pen Code	List \$3.50 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	LADGU	LADMU
Black (Chrome trim)	EBACE	EBAHY
Golden Brown	KACIT	KAFAR
Gray Pearl	REFSA	RIPNU
Marine Green	ECIPM	EFOZH
Carmine	ABDUN	ABEND
<i>One-Stroke Vacuum</i>		
Black	LADJE	LADMU
Golden Brown	KACOC	KAFAR
Gray Pearl	REDTY	RIPNU
Marine Green	ECONR	EFOZH
Carmine	ABDYP	ABEND

MILADY
*Feathertouch** \$5.00

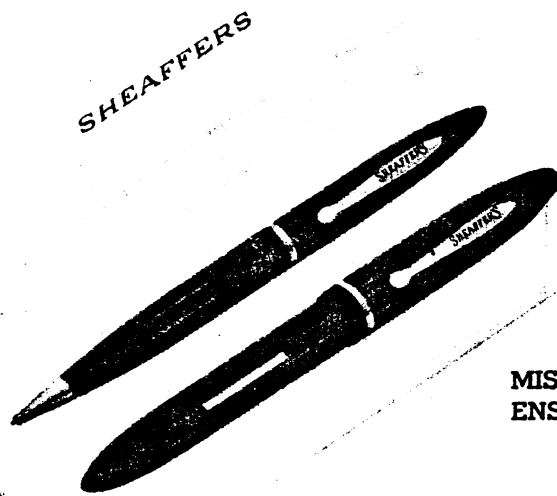
NOTE: It will be permissible under Sheaffer's Fair Trade listing for the dealer to offer LADY SKYBOY, SOVEREIGN, LADY SHEAFFER and MILADY complete pen and pencil ensembles to "personal use" customers over the counter at a \$1 saving where no gift packing of any sort is included. Sheaffer will replace sets so sold to the dealer at a \$1 list saving with the understanding that they will be placed in the gift packing retained by the dealer from such sales.

*Trade Mark Registered U. S. Patent Office.

INEXPENSIVE GIFTS OF SHEAFFER QUALITY



**CRAFTSMAN
ENSEMBLE \$5.00**



**MISS UNIVERSE
ENSEMBLE \$5.00**

Sheaffer ensembles selling at \$3.95 and \$5.00 are the finest in the world at this price. Each is beautifully gift-packaged as illustrated. There are identical values in either lever or vacuum styles. The genuine 14K gold points, tipped with smooth iridium are ground to Sheaffer standards. Each set contains the permanently-sharp FINELINE pencil.

CRAFTSMAN ENSEMBLES

List \$5.00

Color	Code (Lever Style)	Code (One- Stroke Vacuum)
Black	THAZY	WUKAB
Golden Brown	KALDI	KALUL
Gray Pearl	RUPYC	RUTIG
Marine Green	EGOSM	EHAPR
Carmine	ABAUC	ABAVF

MISS UNIVERSE ENSEMBLES

List \$5.00

Color	Code (Lever Style)	Code (One- Stroke Vacuum)
Black	LABAT	WAPON
Golden Brown	KALRI	WAPYR
Gray Pearl	RURAD	WARET
Marine Green	EGURN	WARIB
Carmine	ABAWH	ABAXX

JUNIOR ENSEMBLES—Long Model

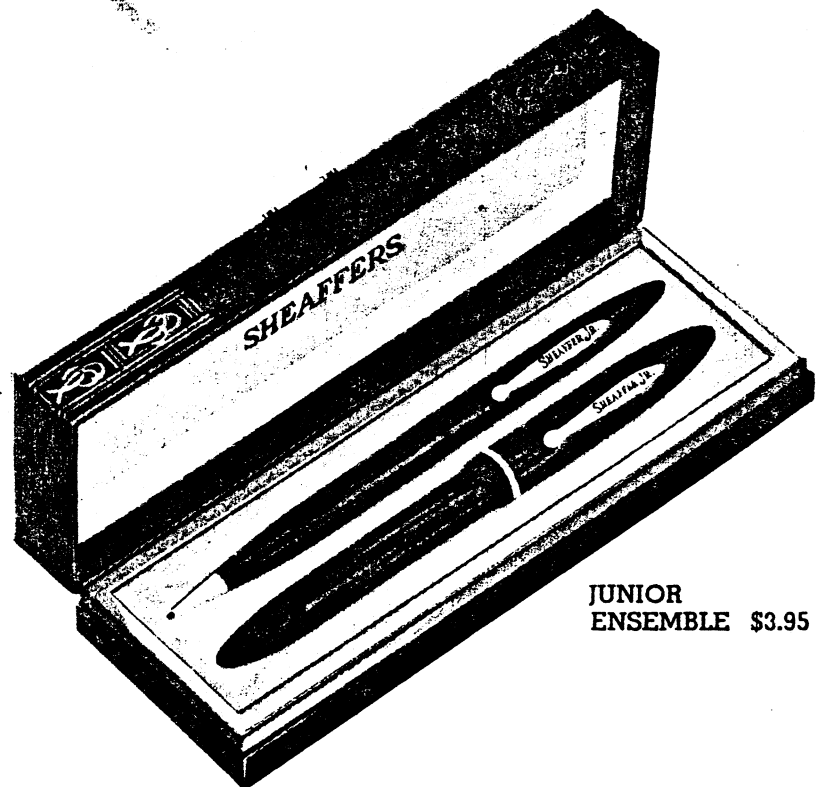
List \$4.10, Label \$3.95

Color	Code (Lever Style)	Code (One- Stroke Vacuum)
Black	ABGIS	ABGYD
Ebonized Pearl	ABGOP	ABHAL
Marine Green	ABGUB	ABHER

JUNIOR ENSEMBLES

List \$4.10, Label \$3.95

Color	Code (Lever Style)	Code (One- Stroke Vacuum)
Black	THARO	JAXOC
Ebonized Pearl	JAXEZ	JAXYF
Marine Green	ABHIF	ABHOG



**JUNIOR
ENSEMBLE \$3.95**

On this page are listed ensembles—on the opposite page, pens and pencils individually.

STREAMLINED BALANCE ENDS FINGER FATIGUE

CRAFTSMAN Streamlined Balance

Color	List \$3.50 Pen Code	List \$3.00 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	TEBAC	PIBCA
Golden Brown	KACEL	KAFES
Gray Pearl	RECZU	RINRO
Marine Green	EDEKN	EFUXJ
Carmine	ABECA	ABEPH

One-Stroke Vacuum

Black	WUKIB	PIBCA
Golden Brown	KADED	KAFES
Gray Pearl	RIVGI	RINRO
Marine Green	EDIHT	EFUXJ
Carmine	ABEDI	ABEPH

MISS UNIVERSE Streamlined Balance

Color	List \$3.50 Pen Code	List \$2.50 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	TEMUP	POBUZ
Golden Brown	KADAT	KAFIT
Gray Pearl	REBVO	RIMSI
Marine Green	EDOGX	EGAWK
Carmine	ABEHO	ABERJ

One-Stroke Vacuum

Black	WAMOF	POBUZ
Golden Brown	WAMYH	KAFIT
Gray Pearl	WAPEL	RIMSI
Marine Green	WAPIM	EGAWK
Carmine	ABEKU	ABERJ

JUNIOR Streamlined Balance—Long Model

Color	List \$2.75 Pen Code	List \$2.00 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	TEBAB	ABFOR
Ebonized Pearl	ABFET	ABFUN
Marine Green	ABFIL	ABFYC

One-Stroke Vacuum

Black	ABGAC	ABFOR
Ebonized Pearl	ABGBA	ABFUN
Marine Green	ABGCE	ABFYC

JUNIOR Streamlined Balance

Color	List \$2.75 Pen Code	List \$2.00 Pencil Code
<i>Visulated—(Lever Style)</i>		
Black	TECAP	JAVOS
Ebonized Pearl	JATOK	JAVYV
Marine Green	ABGDI	ABGFO
<i>One-Stroke Vacuum</i>		
Black	JATYM	JAVOS
Ebonized Pearl	JAVEP	JAVYV
Marine Green	ABGER	ABGFO



CRAFTSMAN
\$3.50

MISS UNIVERSE
\$3.50



**JUNIOR
LONG MODEL**
\$2.75

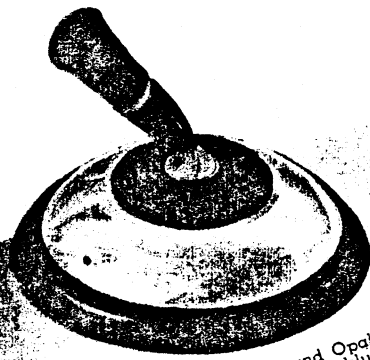
JUNIOR
\$2.75

The streamlined design of Sheaffer pens banishes top-heaviness, thus ending finger fatigue because more weight is on the point and not on the hand. Choose either lever-filling or one-stroke vacuum-filling models—each warns you when refilling is necessary.

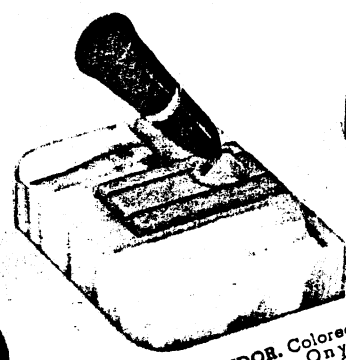
SHEAFFER'S

DRY-PROOF DESK SETS FOR 1940-41

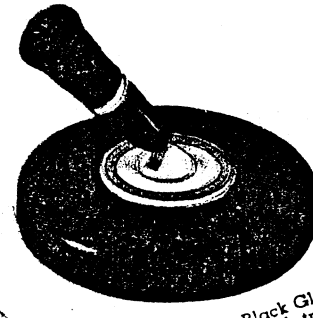
**\$5 GIFTS
COMPLETE
WITH PEN**



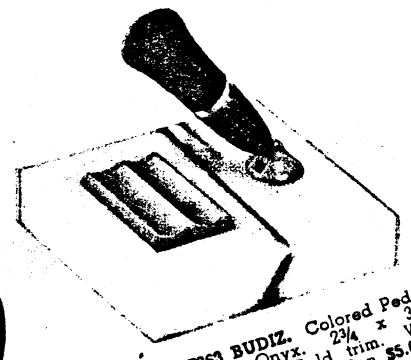
F423 ABIVA. Black and Opal Plastic with Gold stars in blue field. 4 inch dia. Gold trim. With No. 3 Pen \$5.00.



F303 BUDOR. Colored Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Black Pen \$5.00.



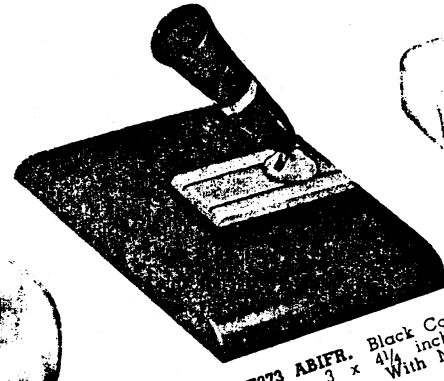
F403 ABIEM. Black Glass. 3 1/4 inches dia. Gold trim. With No. 3 Pen \$5.00.



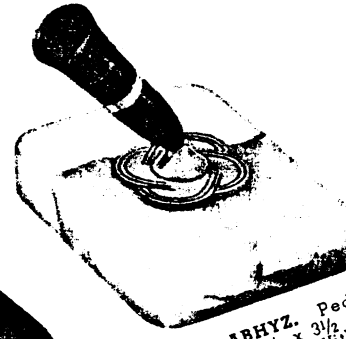
F263 BUDIZ. Colored Pedrara Onyx. 2 3/4 x 3 1/4 inches. Gold trim. With No. 3 Brown Pen \$5.00.



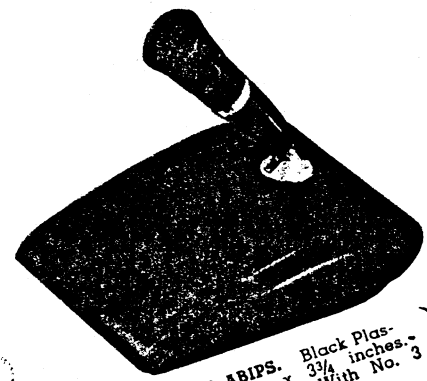
F323 BUDRE. Colored Pedrara Onyx. 3 1/2 inches dia. Brown disc. With No. 3 Brown Pen \$5.00.



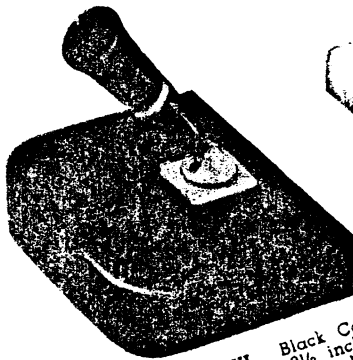
F373 ABIFR. Black Carrara. 3 x 4 1/4 inches. Gold trim. With No. 3 Pen \$5.00.



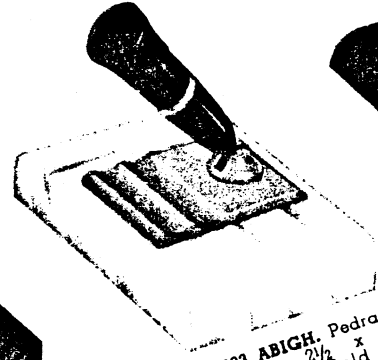
F353 ABHYZ. Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Brown Pen \$5.00.



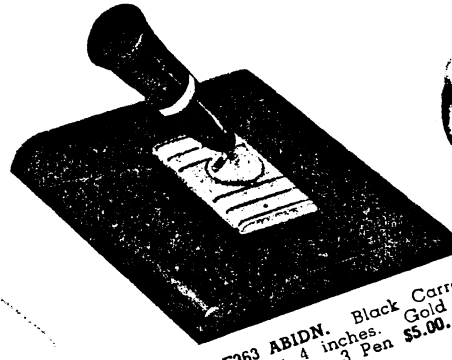
F413 ABIPS. Black Plastic. 2 3/4 x 3 3/4 inches. Gold trim. With No. 3 Pen \$5.00.



F393 ABIII. Black Carrara. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Pen \$5.00.



F383 ABIGH. Pedrara Onyx. 2 1/2 x 3 1/2 inches. Gold trim. With No. 3 Pen \$5.00.



F363 ABIDN. Black Carrara. 3 1/4 x 4 inches. Gold trim. With No. 3 Pen \$5.00.

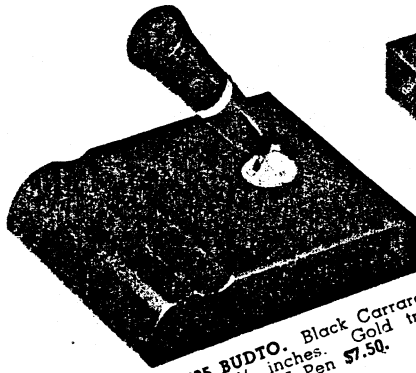


F343 ABHUL. Colored Pedrara Onyx. 3 1/2 inches dia. Gold trim. With No. 3 Brown Pen \$5.00.

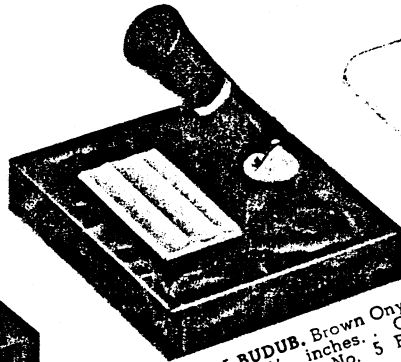
All "F" line desk sets also available with No. 5 Pen \$7.00.
With White Dot LIFETIME Pen \$10.00.

\$7.50 GIFTS

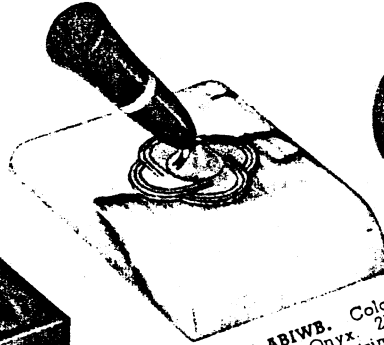
COMPLETE WITH
PEN



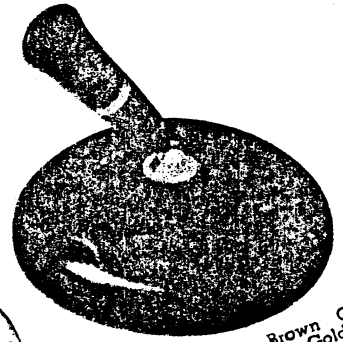
G235 BUDTO. Black Carrara. Gold trim. 3 x 3 1/2 inches. With No. 5 Pen \$7.50.



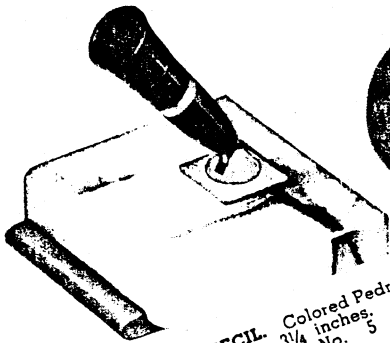
G245 BUDUB. Brown Onyx. Gold trim. 3 x 3 1/2 inches. With No. 5 Brown Pen \$7.50.



G305 ABIWB. Colored Pedrara Onyx. 2 1/2 x 4 inches. Gold trim. With No. 5 Brown Pen \$7.50.



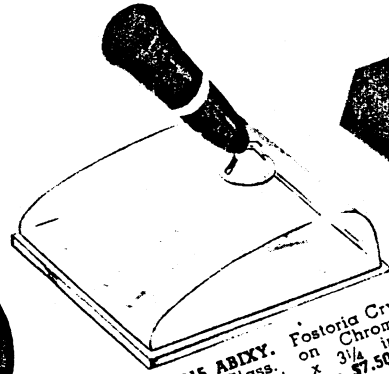
G285 BUDZE. Brown Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.



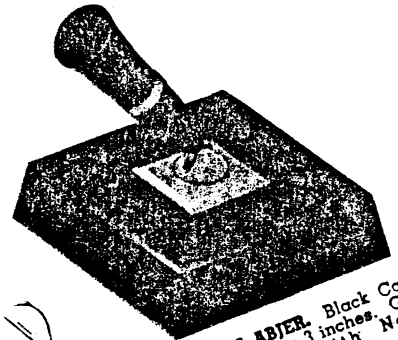
G195 PECIL. Colored Pedrara Onyx. 3 x 3 1/4 inches. Gold trim. With No. 5 Brown Pen \$7.50.



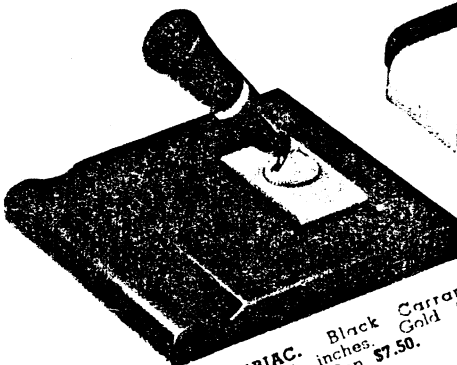
G175 PECAH. Brown Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.



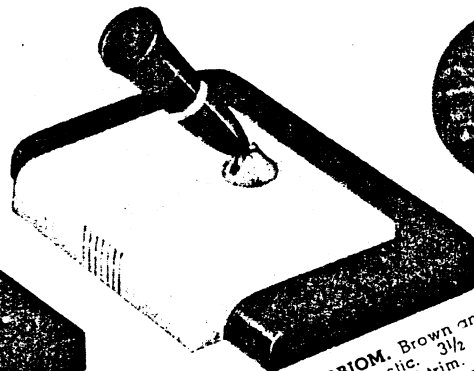
G315 ABDXY. Fostoria Crystal Glass on Chromium base. 3 1/8 x 3 1/4 inches. With No. 5 Pen \$7.50.



G335 ABIER. Black Carrara. 3 x 3 inches. Gold trim. With No. 5 Pen \$7.50.



G325 AB1AC. Black Carrara. Gold trim. 3 3/4 x 3 3/4 inches. With No. 5 Pen \$7.50.

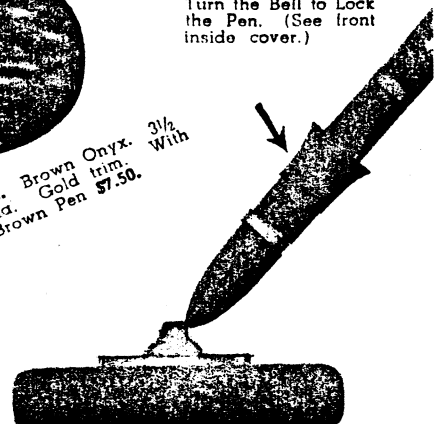


G355 AB1OM. Brown and Cream Plastic. 3 1/2 x 5 inches. Gold trim. With No. 5 Brown Pen \$7.50.



G345 AB1IL. Brown Onyx. 3 1/2 inches dia. Gold trim. With No. 5 Brown Pen \$7.50.

SHEAFFER'S DRY-PROOF SOCKET
Turn the Bell to Lock the Pen. (See front inside cover.)



All "G" line desk sets also available with White Dot LIFETIME Pen \$10.00.

\$10 Lifetime* GIFTS

COMPLETE WITH PEN



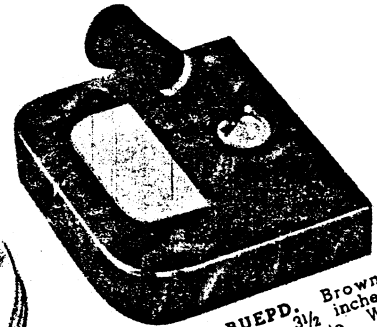
M458 ADAMF. Fostoria Crystal Glass. 3 1/4 inches dia. Design sand-blasted. Gold trim. With LIFETIME Pen \$10.00.



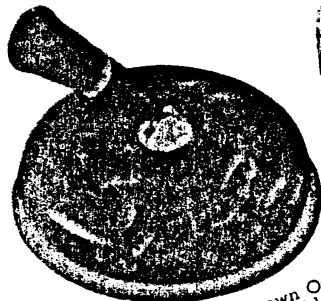
M478 ADARG. Black Carrara. 3 1/4 x 3 1/4 inches. Gold trim. With LIFETIME Pen \$10.00.



M358 BUEHR. Colored Pedrara Onyx. 3 1/2 inches dia. With Brown Gold trim. With LIFETIME Pen \$10.00.



M408 BUEPD. Brown Onyx. 3 x 3 1/2 inches. Gold name plate. With Brown LIFETIME Pen \$10.00.



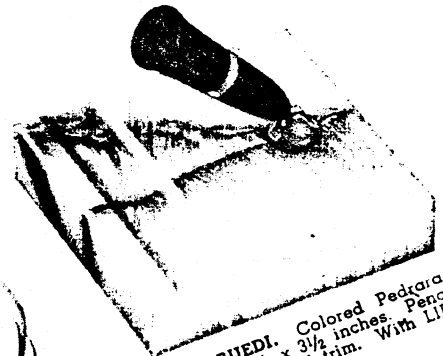
M348 BUEGU. Brown Onyx. 3 1/2 inches dia. Gold trim. With Brown LIFETIME Pen \$10.00.



M428 ABIYD. Colored Pedrara Onyx. 3 x 3 1/2 inches. Gold name plate. With LIFETIME Pen \$10.00.



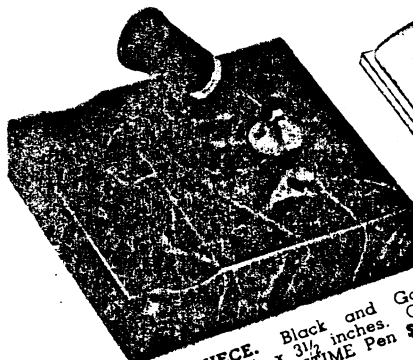
M448 ADAHZ. Fostoria Crystal Glass. 3 1/4 x 3 1/4 inches. Design sand-blasted. Chromium trim. With LIFETIME Pen \$10.00.



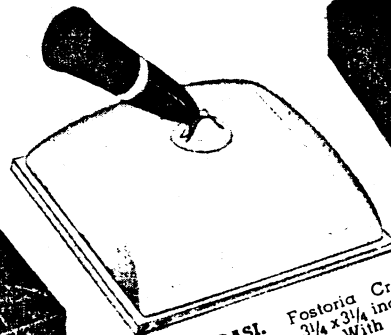
M328 BUEDI. Colored Pedrara Onyx. 3 1/2 x 3 1/2 inches. Pencil groove. Gold trim. With LIFETIME Pen \$10.00.



M418 ABIUF. Green Brazilian Onyx. 3 1/2 inch dia. Gold trim. With LIFETIME Pen \$10.00.



M318 BUECE. Black and Gold Marble. 3 1/2 x 3 1/2 inches. Gold trim. With LIFETIME Pen \$10.00.



M488 ADASI. Fostoria Crystal Cut Glass. 3 1/4 x 3 1/4 inches. Chromium trim. With LIFETIME Pen \$10.00.



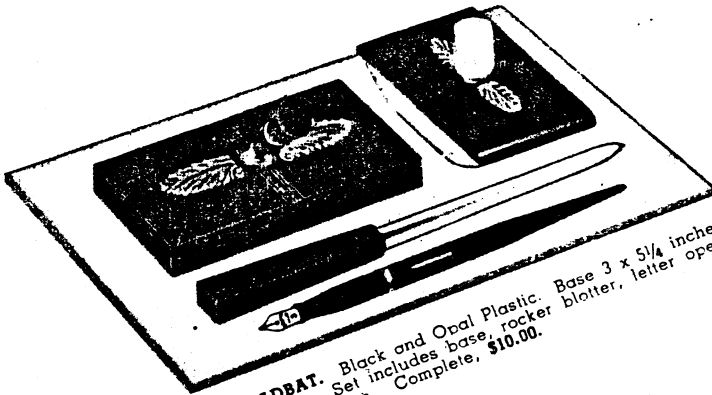
M338 BUEFO. Black Carrara. 3 1/2 x 3 1/2 inches. Gold trim. With LIFETIME Pen \$10.00.

Desk sets shown with gold trim LIFETIME pens, for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

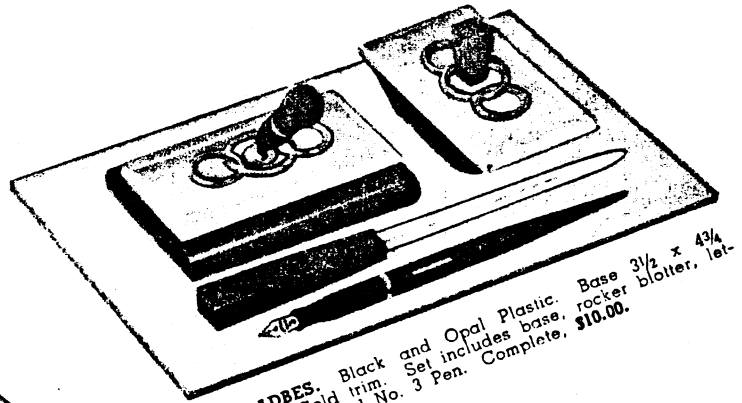
*Trade Mark Registered U. S. Patent Office

\$10 GIFTS

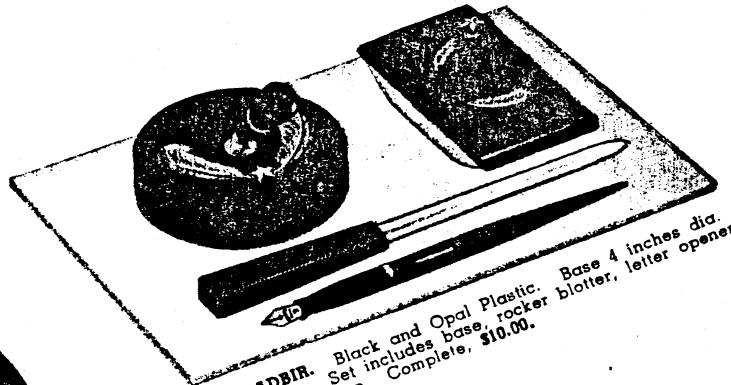
COMPLETE WITH PEN



K093 ADBAT. Black and Opal Plastic. Gold trim. Set includes base, rocker and No. 3 Pen. Complete, \$10.00. Base 3 x 5 1/4 inches. blotter, letter opener



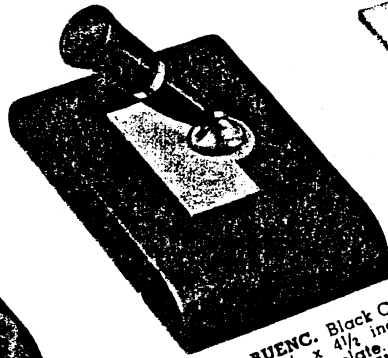
K103 ADBES. Black and Opal Plastic. inches. Gold trim. Set includes base, rocker opener and No. 3 Pen. Complete, \$10.00. Base 3 1/2 x 4 3/4 inches. blotter, letter opener



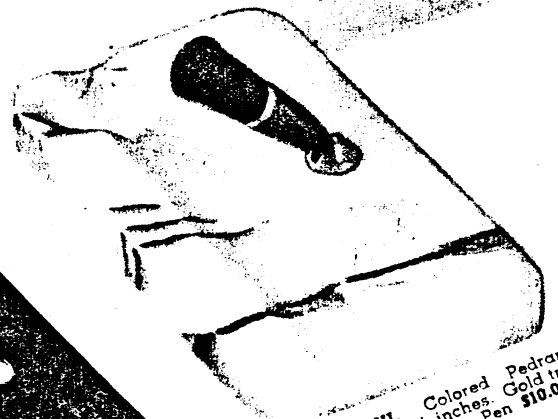
K113 ADBIR. Black and Opal Plastic. Gold trim. Set includes base, rocker and No. 3 Pen. Complete, \$10.00. Base 4 inches dia. blotter, letter opener



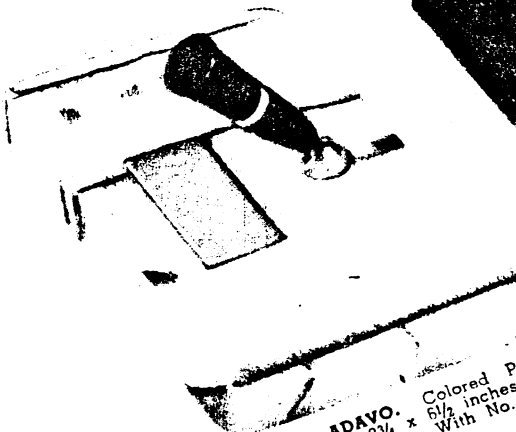
M438 ADACY. Brown Onyx. 2 1/2 x 4 1/2 inches. Gold trim. With Brown LIFETIME Pen \$10.00.



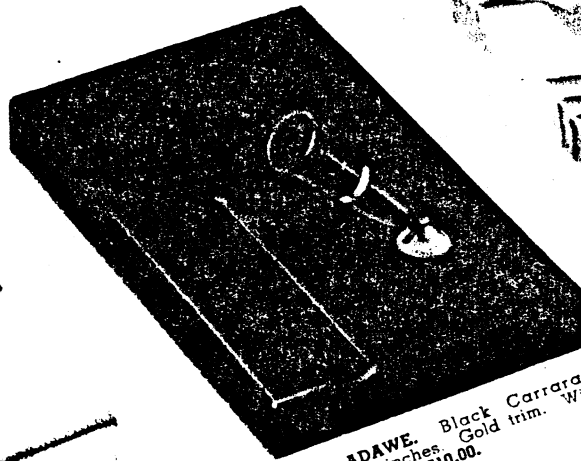
M398 BUENC. Black Carrara. 2 1/2 x 4 1/2 inches. Gold name plate. With LIFETIME Pen \$10.00.



K083 ADAXU. Colored Pedrara Onyx. 3 3/4 x 6 1/2 inches. Gold trim. With No. 3 Brown Pen \$10.00.



K063 ADAVO. Colored Pedrara Onyx. 3 3/4 x 6 1/2 inches. Gold name plate. With No. 3 Brown Pen \$10.00.



K073 ADAWE. Black Carrara. 4 x 6 1/2 inches. Gold trim. With No. 3 Pen \$10.00.

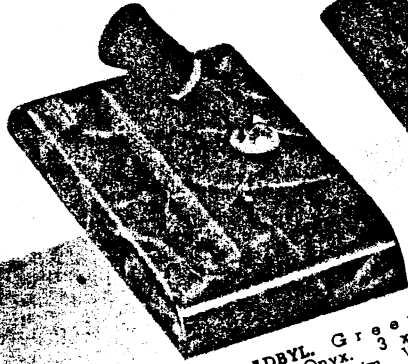
The LIFETIME desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

All "K" line desk sets also available with No. 5 Pen \$12.50.

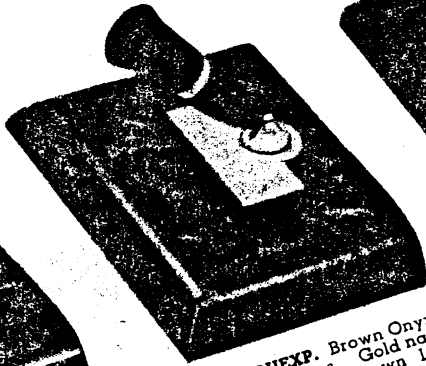
With White Dot LIFETIME Pen \$15.00.

\$12.50 *Lifetime** GIFTS

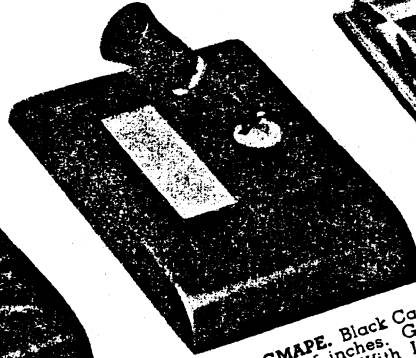
COMPLETE WITH PEN



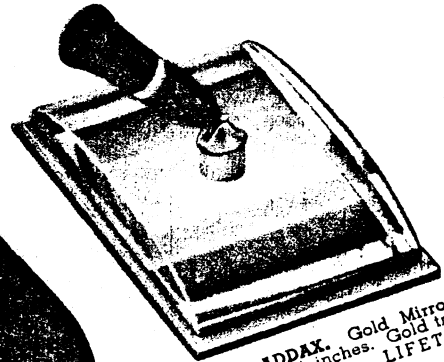
N348 ADBYL. Green Brazilian Onyx. 3 x 5 inches. Gold trim. With LIFETIME Pen \$12.50.



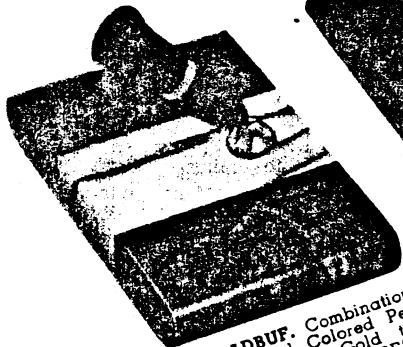
N298 BUEXP. Brown Onyx. 3 1/4 x 5 inches. Gold name plate. With Brown LIFETIME Pen \$12.50.



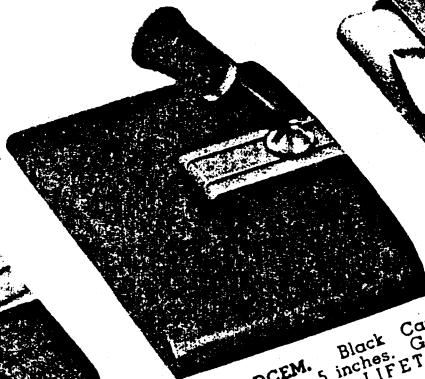
N118 GMAPE. Black Carrara. 3 x 5 inches. Gold name plate. With LIFETIME Pen \$12.50.



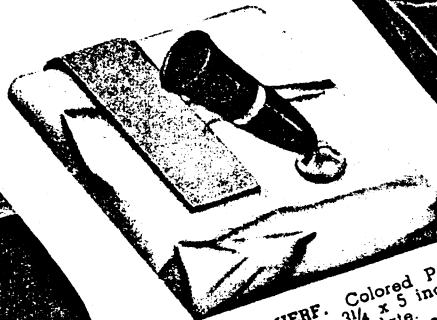
N408 ADDAX. Gold Mirror. 3 1/4 x 5 1/4 inches. Gold trim. With Brown LIFETIME Pen \$12.50.



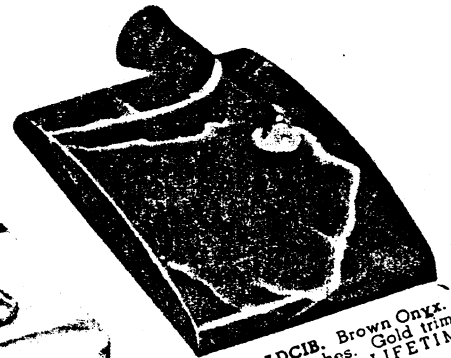
N338 ADBUF. Combination Brown and Colored Carrara Onyx. Gold trim. With Brown LIFETIME Pen \$12.50.



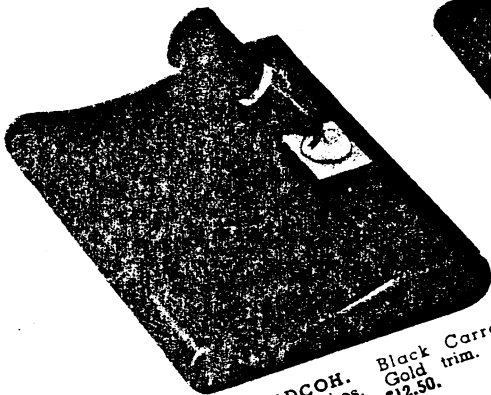
N358 ADCEM. Black Carrara. 3 1/4 x 5 inches. Gold trim. With LIFETIME Pen \$12.50.



N248 BUERF. Colored Carrara Onyx. 3 1/4 x 5 inches. Gold name plate. With LIFETIME Pen \$12.50.



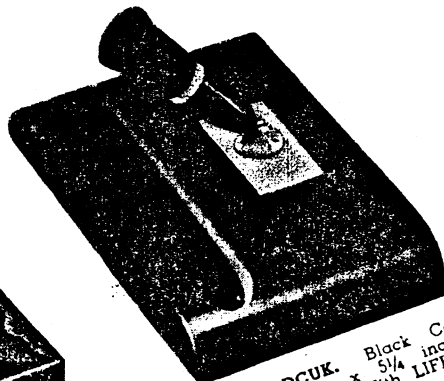
N368 ADCIB. Brown Onyx. 3 1/4 x 5 inches. Gold trim. With Brown LIFETIME Pen \$12.50.



N378 ADCOH. Black Carrara. 4 x 5 inches. Gold trim. With LIFETIME Pen \$12.50.



N258 BUESG. Brown Onyx. 3 1/4 x 5 inches. Gold name plate. With Brown LIFETIME Pen \$12.50.



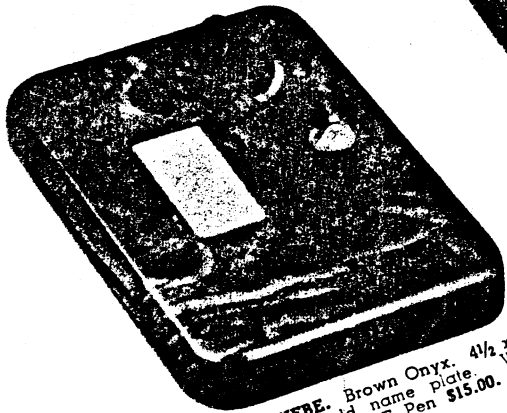
N388 ADCUK. Black Carrara. 3 1/4 x 5 1/4 inches. Gold trim. With LIFETIME Pen \$12.50.

All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

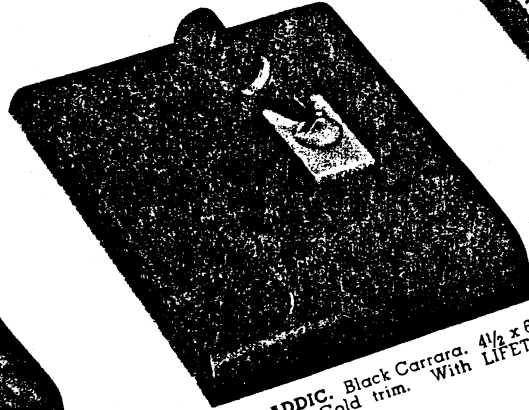
*Trade Mark Registered U. S. Patent Office

\$15 GIFTS

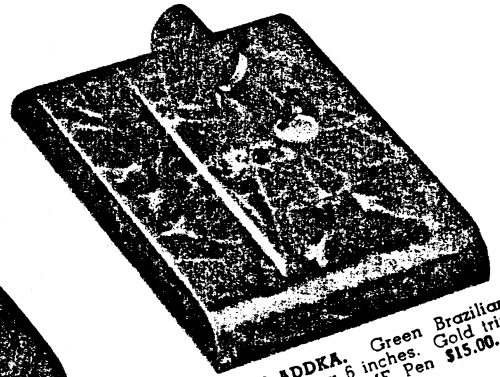
COMPLETE WITH PEN



R268 BUFBE. Brown Onyx. 4 1/2 x 7 inches. Gold name Plate. With Brown LIFETIME Pen \$15.00.



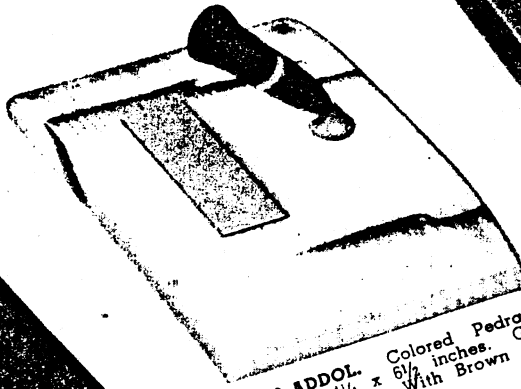
R308 ADDIC. Black Carrara. 4 1/2 x 6 3/4 inches. Gold trim. With LIFETIME Pen \$15.00.



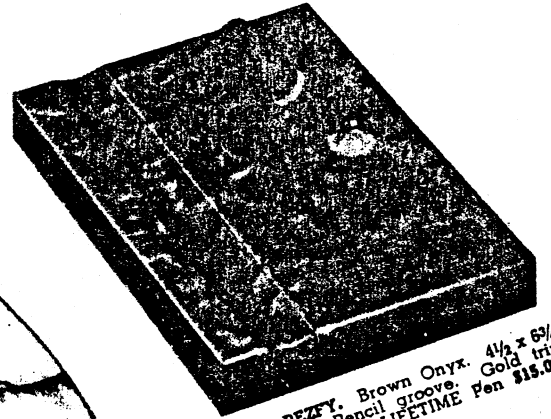
R318 ADDKA. Green Brazilian Onyx. 4 x 6 inches. Gold trim. With LIFETIME Pen \$15.00.



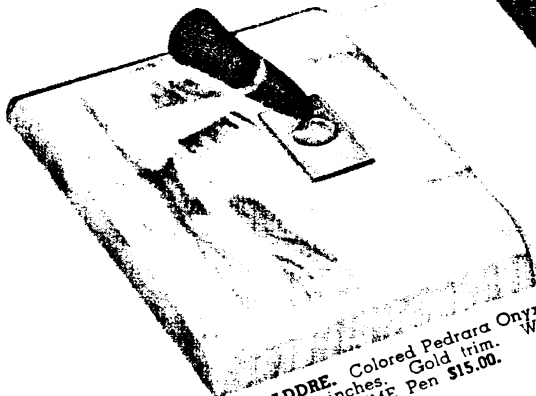
R298 ADDBU. Black Carrara. 4 1/2 x 6 3/4 inches. Gold trim. With LIFETIME Pen \$15.00.



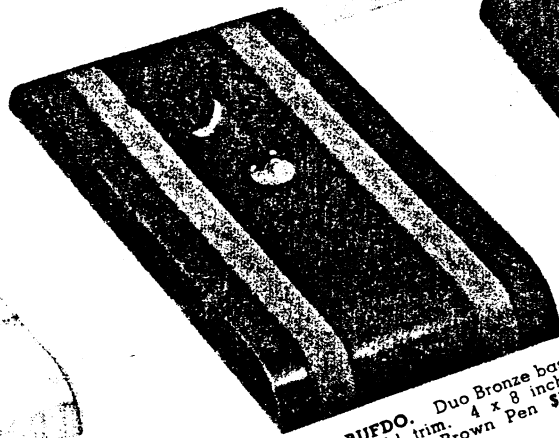
R328 ADDOL. Colored Pedrara Onyx. 4 1/4 x 6 1/2 inches. Gold name plate. With Brown LIFETIME Pen \$15.00.



R188 PEZFY. Brown Onyx. 4 1/2 x 6 3/4 inches. Pencil groove. Gold trim. With Brown LIFETIME Pen \$15.00.



R338 ADDRE. Colored Pedrara Onyx. 4 1/2 x 6 3/4 inches. Gold trim. With Brown LIFETIME Pen \$15.00.



R285 BUFDO. Duo Bronze base with Gold trim. 4 x 8 inches. With No. 5 Brown Pen \$15.00.

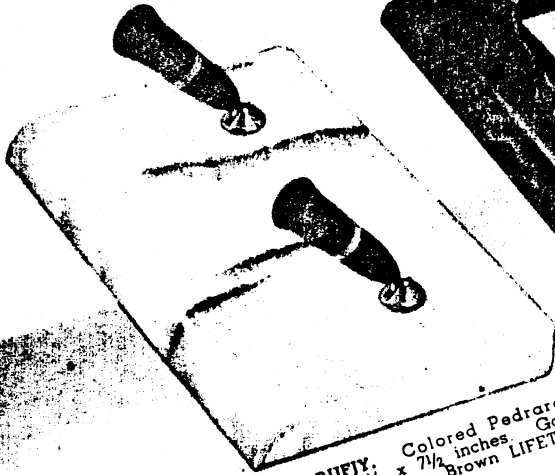


R238 BUFAB. Black Carrara. 3 1/2 x 6 1/2 inches. Chromium trim calendar. With LIFETIME Pen \$15.00.

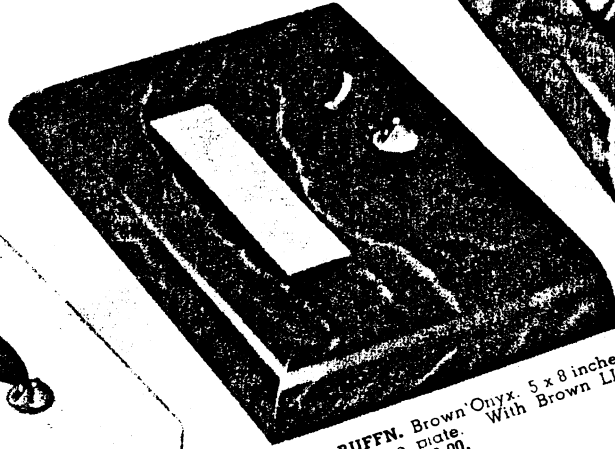
Desk sets shown with gold trim LIFETIME pens also available with AUTOGRAPH LIFETIME pens, for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

\$20 *Lifetime** GIFTS

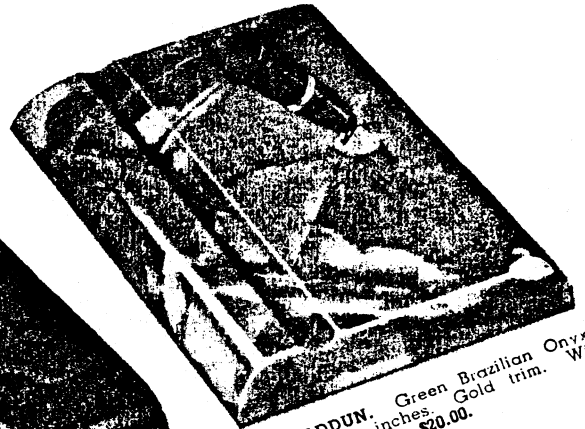
COMPLETE WITH PEN



S289 BUFIY. Colored Pedrara Onyx. 4 1/2 x 7 1/2 inches. Gold trim. With two Brown LIFETIME Pens \$20.00.



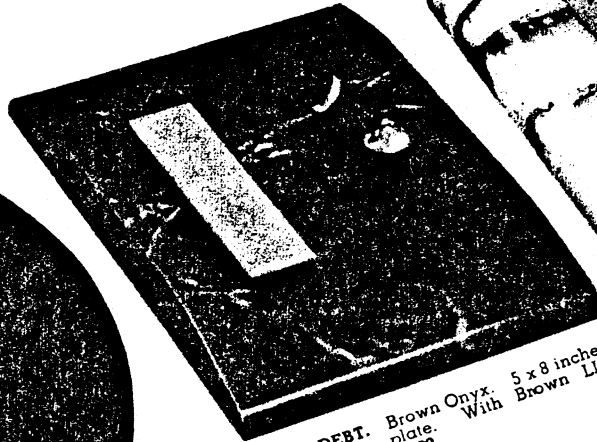
S258 BUFFN. Brown Onyx. 5 x 8 inches. Gold name plate. With Brown LIFETIME Pen \$20.00.



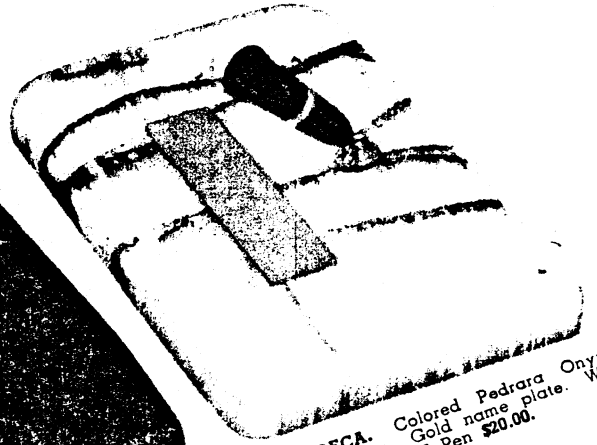
S318 ADDUN. Green Brazilian Onyx. 4 3/4 x 7 3/4 inches. Gold trim. With LIFETIME Pen \$20.00.



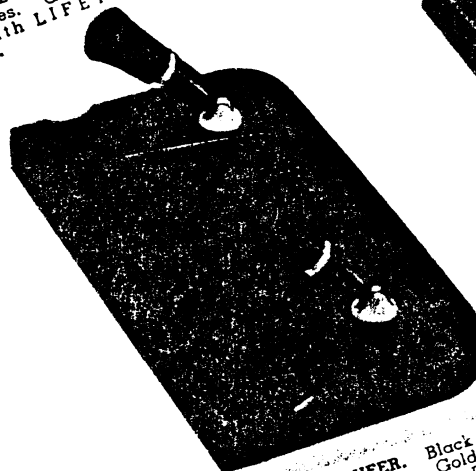
S298 BUFOR. Black Carrara. 5 1/2 x 9 inches. Gold name plate. With LIFETIME Pen \$20.00.



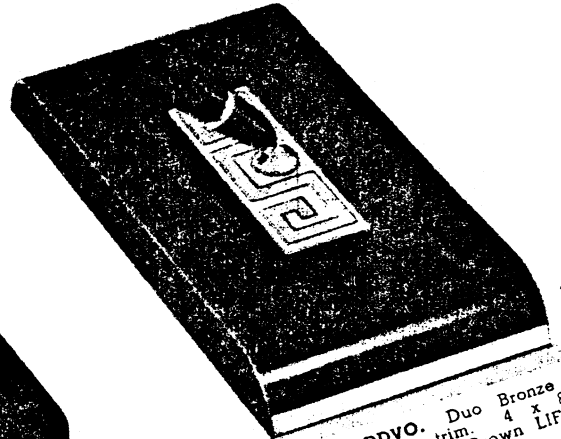
S348 ADEBT. Brown Onyx. 5 x 8 inches. Gold name plate. With Brown LIFETIME Pen \$20.00.



S358 ADECA. Colored Pedrara Onyx. 5 x 8 inches. Gold name plate. With Brown LIFETIME Pen \$20.00.



S249 BUFER. Black Carrara. 3 3/4 x 7 inches. Gold trim. With two LIFETIME Pens \$20.00.

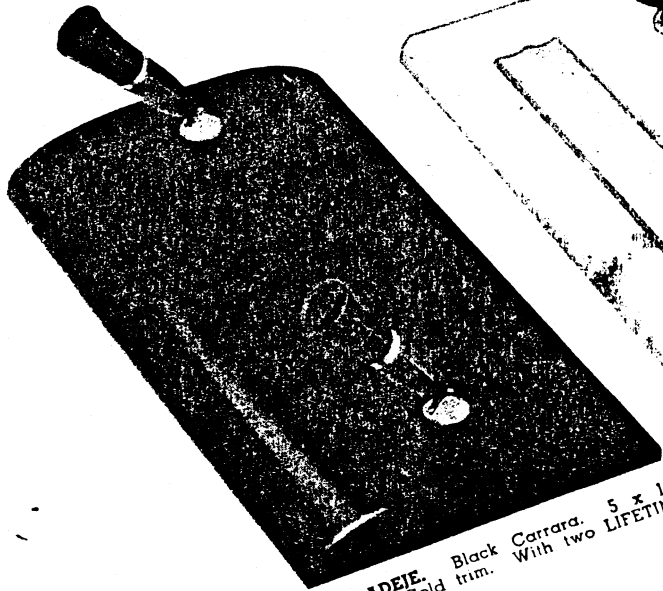


S328 ADDVO. Duo Bronze with Gold trim. 4 x 8 inches. With Brown LIFETIME Pen \$20.00.

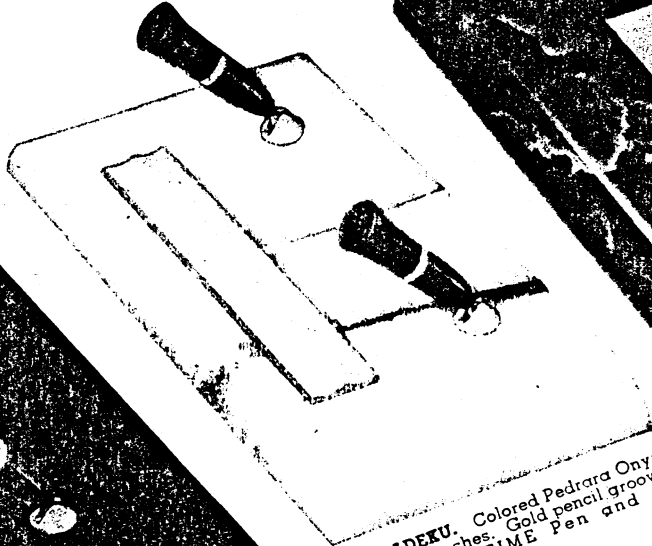
All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

*Trade Mark Registered U. S. Patent Office

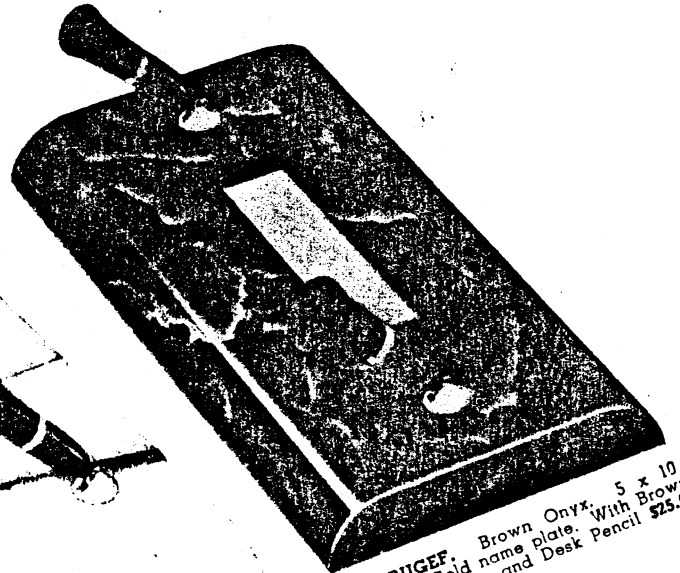
PRESENTATION DRY-PROOF DESK SETS



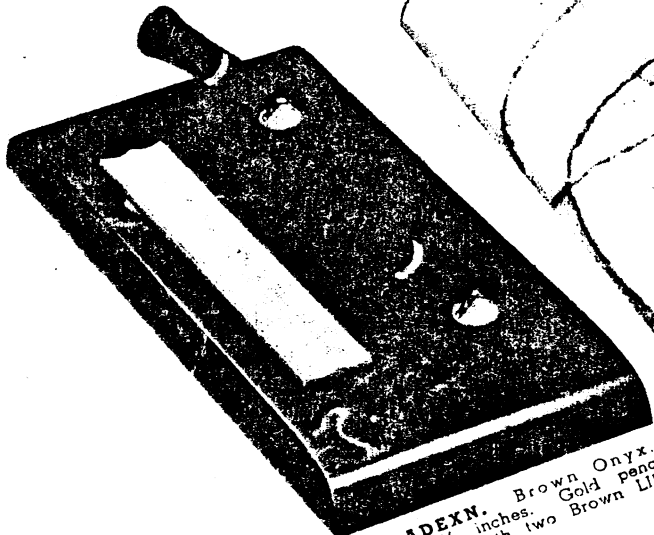
T219 ADEJE. Black Carrara. 5 x 10 inches. Gold trim. With two LIFETIME Pens \$25.00.



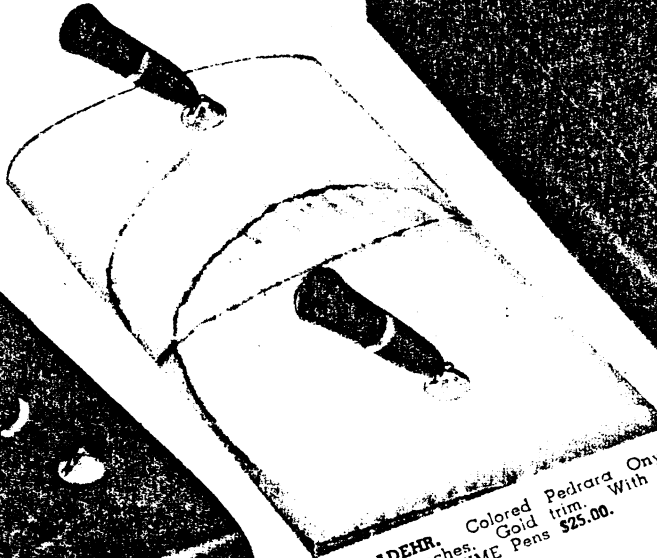
T220 ADEKU. Colored Pedrara Onyx. 4 3/4 x 9 1/2 inches. Gold pencil grooves. With LIFETIME Pen and SLD Pencil \$25.00.



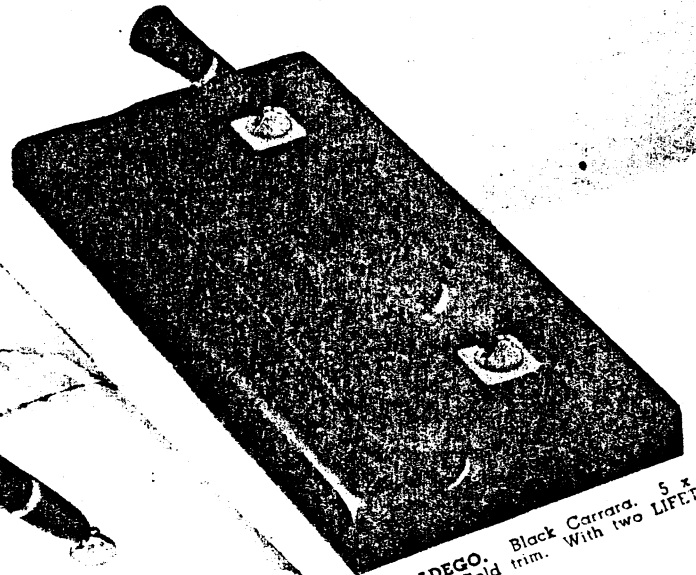
T160 BUGEJ. Brown Onyx. 5 x 10 inches. Gold name plate. With Brown LIFETIME Pen and Desk Pencil \$25.00.



V419 ADEXN. Brown Onyx. 4 3/4 x 9 1/2 inches. Gold pencil Grooves. With two Brown LIFETIME Pens \$30.00.



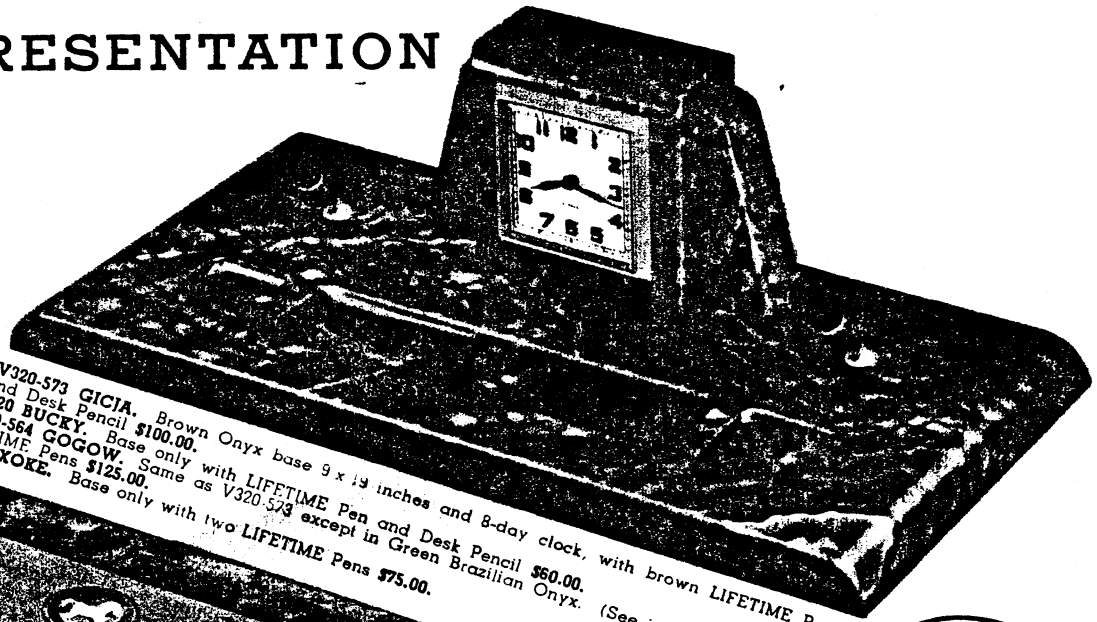
T209 ADEHR. Colored Pedrara Onyx. 5 x 10 inches. Gold trim. With two Brown LIFETIME Pens \$25.00.



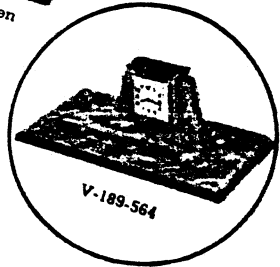
T199 ADEGO. Black Carrara. 5 x 10 inches. Gold trim. With two LIFETIME Pens \$25.00.

All desk sets on this page also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

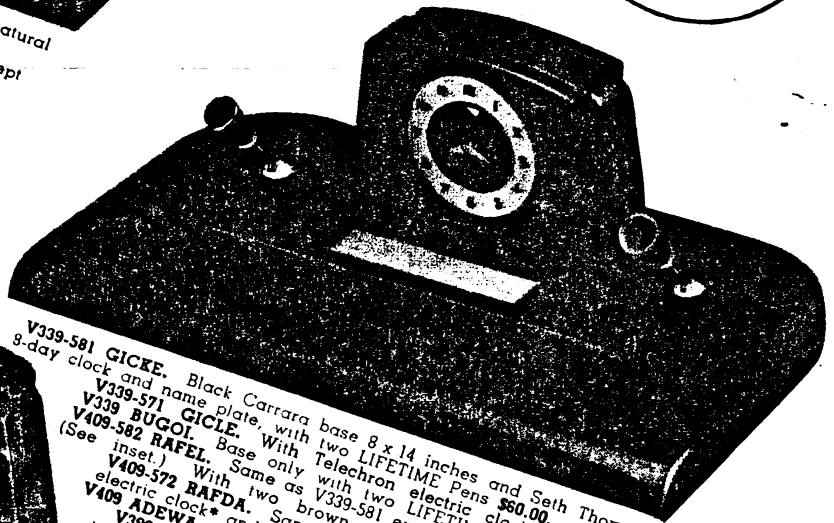
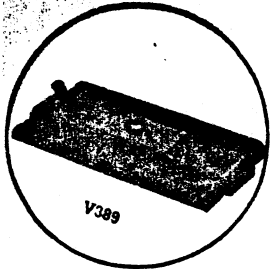
DRY-PROOF SPECIAL PRESENTATION DESK SETS



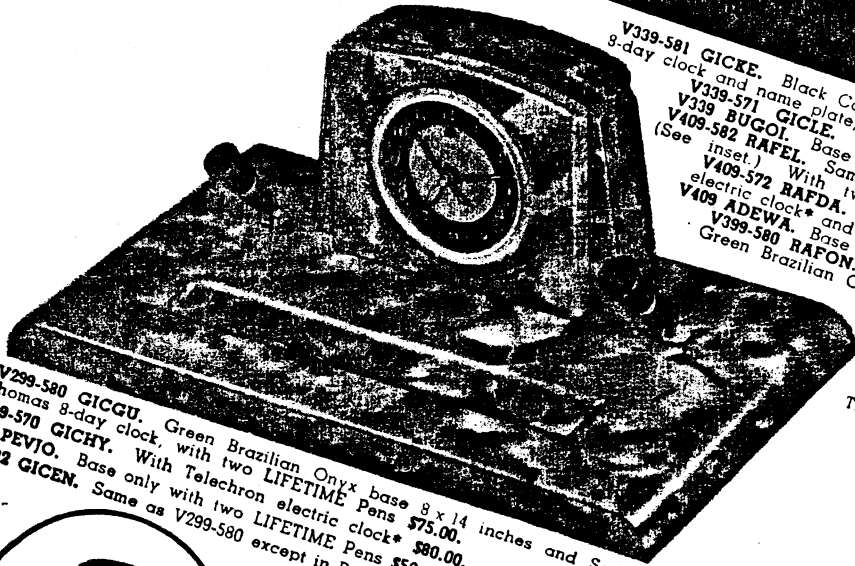
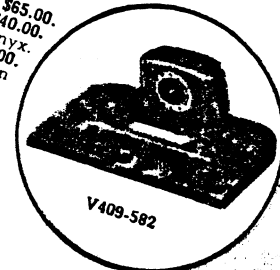
V320-573 GICIA. Brown Onyx base 9 x 19 inches and 8-day clock, with brown LIFETIME Pen and Desk Pencil \$100.00.
 V320 BUCKY. Base only with LIFETIME Pen and Desk Pencil \$60.00.
 V189-564 GOGOW. Same as V320-573 except in Green Brazilian Onyx. (See inset.) With two LIFETIME Pens \$125.00.
 V189 GXOKE. Base only with two LIFETIME Pens \$75.00.



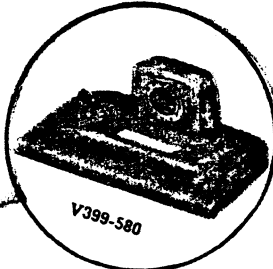
V379 ADEST. Green Brazilian Onyx. 7 1/2 x 15 inches. Cigarette box natural Bronze finish with horse medallion. With two LIFETIME Pens \$75.00.
 V389 ADETE. Brown Onyx. (See inset below.) Same as above except material. With two LIFETIME Pens \$85.00.



V339-581 GICKE. Black Carrara base 8 x 14 inches and Seth Thomas 8-day clock and name plate, with two LIFETIME Pens \$60.00.
 V339-571 GICLE. With Telechron electric clock* \$65.00.
 V409-582 RAFEL. Base only with two LIFETIME Pens \$40.00.
 (See inset.) Same as V339-581 except in Brown Onyx. With two LIFETIME Pens \$75.00.
 V409-572 RAFDA. Same as V339-571 with Telechron electric clock* and two LIFETIME Pens \$80.00.
 V409 ADEWA. Base only. Two LIFETIME Pens \$50.00.
 V399-580 RAFON. Same as V339-581 except in Green Brazilian Onyx. (See inset.) With two LIFETIME Pens \$75.00.
 V399 ADEVP. Base only with two LIFETIME Pens \$50.00.



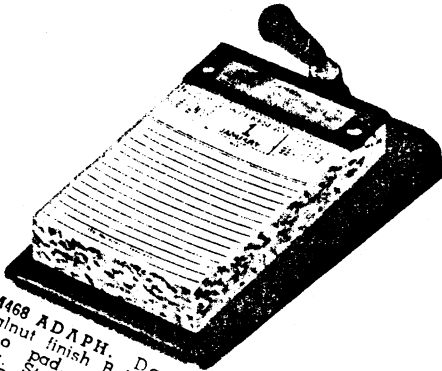
V299-580 GICGU. Green Brazilian Onyx base 8 x 14 inches and Seth Thomas 8-day clock, with two LIFETIME Pens \$75.00.
 V299-570 GICHY. With Telechron electric clock* \$80.00.
 V299 PEVJO. Base only with two LIFETIME Pens \$50.00.
 V189-582 GICEN. Same as V299-580 except in Brown Onyx. (See inset.) With two brown LIFETIME Pens \$75.00.
 V289-572 GICFO. Same as V299-570 with Telechron electric clock* and two LIFETIME Pens \$80.00.
 V289 PETJO. Base only with two brown LIFETIME Pens \$50.00.



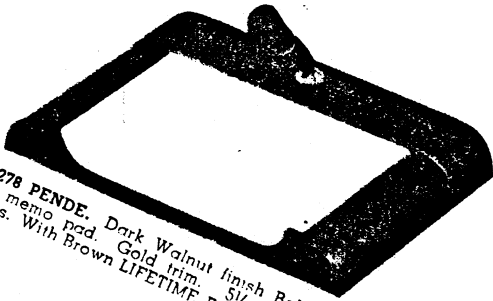
All desk sets on this page also available with ALPHOGRAPH LIFETIME Pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen. *Telechron Electric movement for 110 volt 60 cycle AC current only.

Lifetime* GIFTS

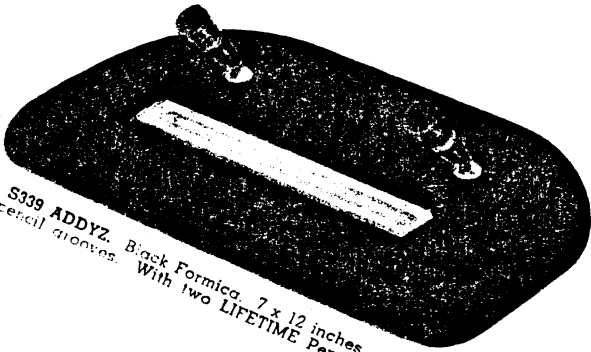
FOR HOME AND OFFICE



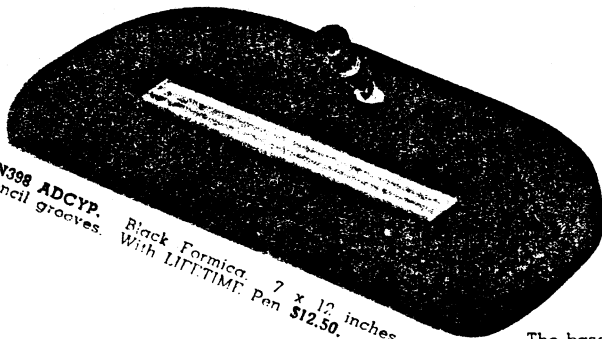
M468 ADAPH. Dark Walnut finish Bakelite memo pad, 5 x 9 inches. Standard Ever-Ready Pad. Gold trim. With Brown LIFETIME Pen \$10.00.



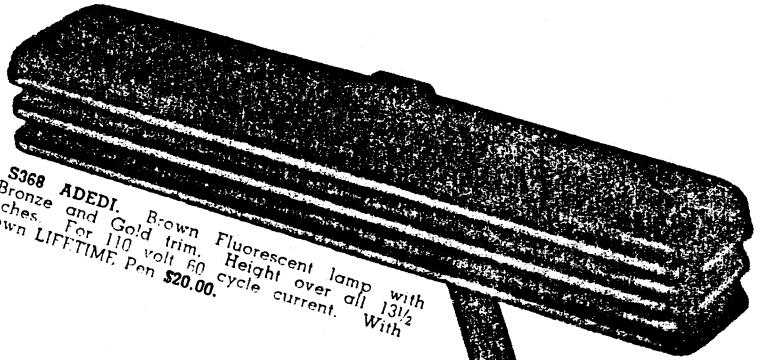
M278 PENDE. Dark Walnut finish Bakelite memo pad. Gold trim. 5 1/4 x 8 3/4 inches. With Brown LIFETIME Pen \$10.00.



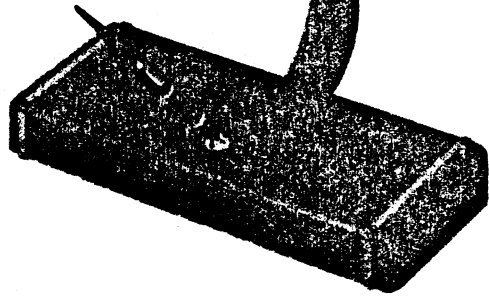
S339 ADDYZ. Black Formica, 7 x 12 inches. Gold pencil grooves. With two LIFETIME Pens \$20.00.



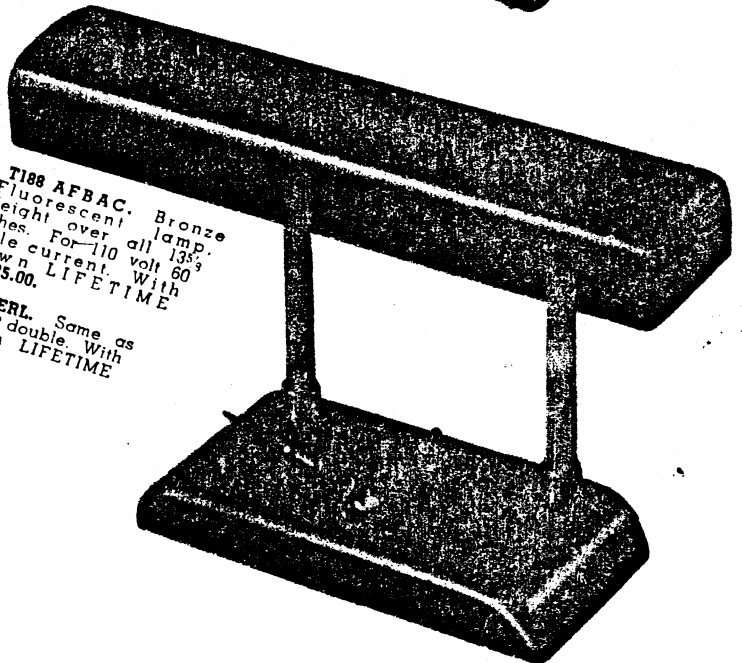
N398 ADCYP. Black Formica, 7 x 12 inches. Gold pencil grooves. With LIFETIME Pen \$12.50.



S368 ADEDI. Brown Fluorescent lamp with Bronze and Gold trim. Height over all 13 1/2 inches. For 110 volt 60 cycle current. With Brown LIFETIME Pen \$20.00.



T188 AFBAC. Bronze Fluorescent lamp. Height over all 13 1/2 inches. For 110 volt 60 cycle current. With Brown LIFETIME Pen \$25.00.



V369 ADERL. Same as T188 except double. With two Brown LIFETIME Pens \$35.00.



N328 ADBOC. Bronze and Gold trim. Height over all 11 inches. Shade 3 1/2 x 12 inches. With Brown LIFETIME Pen \$12.50.



The bases and lamps on this page are also available with AUTOGRAPH LIFETIME pens for facsimile signature engraving (see page 4) at \$8.00 additional per pen.

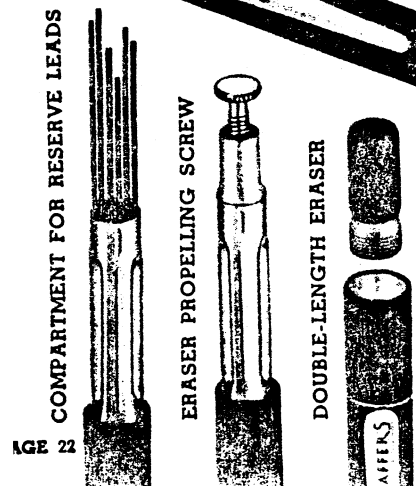
*Trade Mark Registered U. S. Patent Office

Fineline

"IN WORKING TOGS"—

\$1 to \$2.50

The "Working Togs" Fineline is three outstanding advances that make it supreme in the utility pencil field: 1—the 3/4 smaller writing point; 2—the Spiral Grip which tends to keep pencil turning slightly as used, keeping the sharp point always sharp; 3—the double-length eraser which propels until it is completely worn down.



FOR ALL WHO WRITE

This is the pencil for students, office workers, stenographers, draftsmen and all who write. It always writes the same dense hairline. At left, note the storage capacity for double-length—not half-length—leads. Note the eraser-propelling screw, enabling you to use the last bit of rubber. Note the double-length eraser, may be worn gold-out for dress, or rubber-exposed for work.

39% SMALLER WRITING POINT

Quality reigns supreme in the Fineline Working Togs model. That is why so many are sold for gifts and greetings, as well as for the personal use of the purchaser. Trimmings are genuine 14K gold-filled—not gold-washed. The sturdy Sheaffer PROPEL-REPEL-EXPEL mechanism, made with watch-like precision, outlasts all others.

Symbol	Description	Code	List
JLE	Black with gold center section and gold cap with standard ribbon chasing	EWUDM	\$2.50
KLE	Black with hand turned gold filled metal cap with standard ribbon chasing	EWOCLE	1.85
RE	Red	EVUCR	1.00
IRE	Red with white pearl center section	EWEXF	1.00
GE	Green	EVUFT	1.00
IGE	Green with white pearl center section	EKELA	1.00
LE	Black	EBUVN	1.00
ILE	Black with white pearl center section	EVWUS	1.00
TE	Blue	EVWIL	1.00
ITE	Blue with white pearl center section	EWIBG	1.00
BE	Brown	EVUDX	1.00
IBE	Brown with white pearl center section	EWATZ	1.00
LES	Black with gold trim and stainless steel tip, especially made for drafting.	EBABA	1.00

SHEAFFER'S LEADS - ERASERS

Fineline

The ORIGINAL Thinner Lead

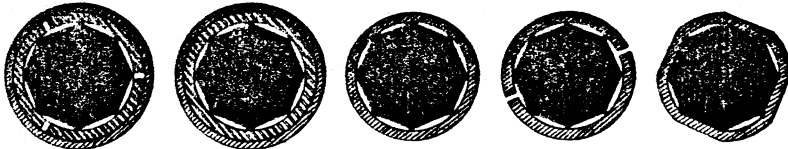
Sheaffer was first to introduce 39% smaller writing point leads. Already they have revolutionized mechanical pencil writing, bringing to the user a new concept of writing ease in a mechanical pencil. Fineline leads are the result of a complete revision of manufacturing processes, developed for Sheaffer by the Joseph Dixon Crucible Company. They are smoother, blacker and stronger than ordinary leads of .036" diameter. Their double-length size, 2¾", has become the new standard. Likewise, this new diameter has become the new standard. Fineline improves pencil writing immensely. Fineline leads are permanently sharp because of their 39% smaller writing point than leads of .046" diameter.

Fineline always writes the same dense hair line. Fineline is the instant favorite for distinct shorthand, exact drawing, accurate figuring and clear, legible carbons. It makes all pencil writing better.

NEW!

SHEAFFER'S 8-POINT (Octagonal Shape) LEADS

Fit All Pencils Using .046" Diameter Leads



3-Jaw Clutch
Type
Pencils

Push-Type
Round Lead
Pencils

Sheaffer
.046" Pencil.
Also Other
Push Types

Split
Tip
Push
Type

Square
Tip Type
Pencils

The New Lead For All .046" Diameter Pencils

Coincidental with the improvement wrought in pencil writing through the introduction of Fineline, Sheaffer has developed an outstandingly better lead for use in all pencils requiring an .046" diameter lead. This new lead is much sharper because it has eight points. It works perfectly in all pencils requiring an .046" diameter lead. The diagrams above illustrate the principle types of mechanical pencil tips produced today by well-known makers. A glance at these diagrams shows how perfectly this new lead fits all these tips.

Of real importance to the trade is the fact that with Sheaffer's FINELINE and 8-Pointed Leads, the Sheaffer dealer can fill all lead requests no matter what pencil the customer uses, making it unnecessary to stock a variety of lead brands.

The FINELINE formula, now used in Sheaffer leads of .036" and .046" diameter causes these leads to have greater tensile strength than any other leads on the market as far as we know, reducing breakage to the minimum. They are not gritty. They do not scratch! Recommend them to your customers as absolutely the best on the market.

FINELINE DOUBLE LENGTH LEADS

These leads come in grades B, HB, F, H, 2H, 3H, and 4H. Also in red, blue, and indelible. Regular package, 15c; Economy package, 25c.

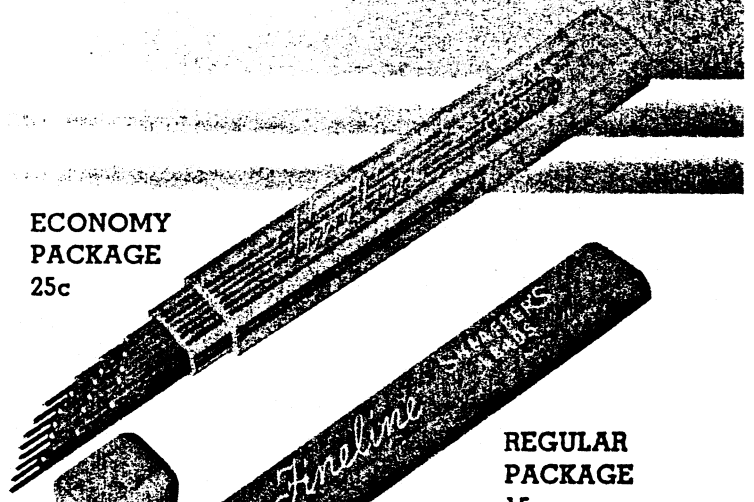
SHEAFFER'S 8-POINTED LEADS

1¾" long—.046" diameter.

These leads come in the following grades: 3B, 2B, B, Special HB, F, H, 2H, 3H, and 4H (Round .046" leads also available in red, blue, indelible and green.) Regular package, 15c; Economy package, 25c.

WRITE FOR INFORMATION ON SPECIAL INDUSTRIAL PACKAGES. ALSO WRITE FOR QUANTITY PRICE LIST No. C65R.

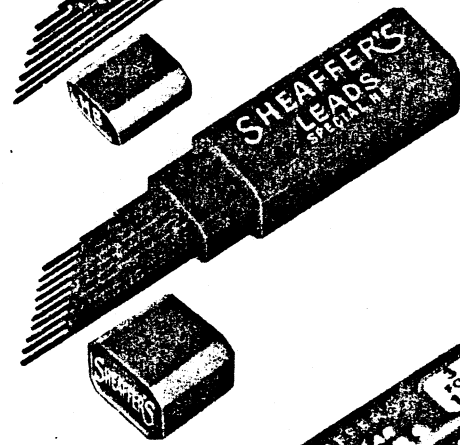
ECONOMY
PACKAGE
25c



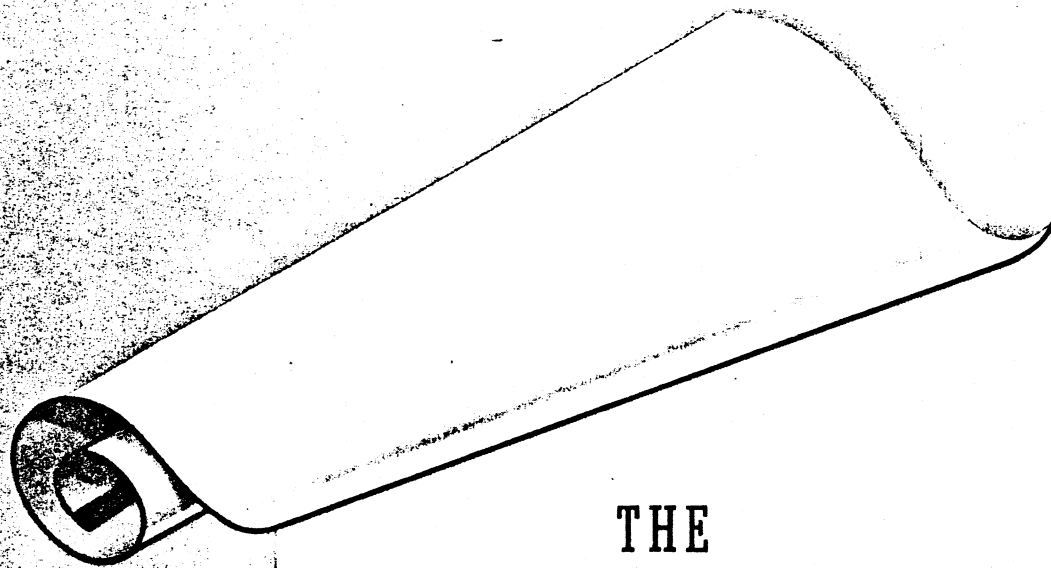
REGULAR
PACKAGE
15c



8-POINTED
.046" DIAMETER
LEADS —
ECONOMY
PACKAGE, 25c
REGULAR
PACKAGE, 15c



ERASERS
FOR ALL
SHEAFFER
PENCILS



THE RESPONSIBILITY OF LEADERSHIP

It is frequently said, "It is easier to attain leadership than to maintain it."

The W. A. Sheaffer Pen Company keenly feels the responsibility of the leadership it has achieved and successfully maintained for many years.

There must be no relaxing of dealer protection. Constantly, there must be more sound, inherent value built into each piece of Sheaffer merchandise — otherwise, there would be no real progress. Always, prices must be right to trade and public alike.

Finally — and this is important — improvements in the product must be basically sound. In a line of unquestioned quality, there can be no place for a fleeting novelty appeal, no place for an untested gadget. There is a responsibility to the quality buyer that must never be shunned, for such a buyer chooses not alone on impulse, but on the desire to purchase a sound, tested value.

The years have seen many improvements in Sheaffer products, each noteworthy in its own right, each incorporated into the product as a matter of course when exhaustive tests proved its superiority. Such is the responsibility of leadership.

SHEAFFER'S